



GOVERNING BOARD PACKET

01 May 2023

Mandalay Bay Convention Center
BANYAN C – D

Go to FedEx near the Food Court and take the escalator up to third level, following signs to Banyan

or

ZOOM Event
Your Favorite Room

setting high standards of
scholarships, educational efforts and information exchange
achievement for those in the
linking professionals from diverse areas of professional focus
hospitality industry
development and funding, operations to design,
architecture and purchasing, manufacturing to
sales, marketing and communications

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NEWH, INC. GOVERNING BOARD MEETING AGENDA

Monday, May 1, 2023, 12:00 pm – 4:30 pm

via ZOOM 12:00pm – 4:30am PDT, 1:00pm – 5:30pm MDT, 2:00pm – 6:30pm CDT, 3:00am – 7:30pm EDT, 8:00pm – 12:30am BST, 9:00pm – 1:30am CEST

Executive Committee	Christine Tucker	Jennifer Wellman	Lanée Burns	Tara Witt	Gwendoline Theodet	Jena Seibel
Committee	Sandy Banks	Deidre Schwartz	Helen Reed	Cynthia Guthrie	Enrico Cleva	Susan Huntington
	Fernando Diaz	Monica Meade	Jonathan Young	Trisha Poole	Shelia Lohmiller	Trudy Craven
Board of Directors	Brittany Spinner	Teri Urovsky	Brittany Johnson	Shana McCullough-Downing	CP Ambassadors	Emily Mueller
	Dallas Bentley	Natasha Ashar	Todd Fuller		Kelly Ponder	Adam Tooter
Chairs	Allie Bruski	Stephanie Deshaies	Natalie Sheedy	Brand Ambassadors	Kavitha Iyer	Media Ambassadors
	Rachel Berkin	Helen Reed	Stacy Elliston	Barry Sullivan	My Nguyen	Stacy Rauen
	Leslie Anderson	Jillian VanDresser		Tara Chung	Alvaro Montoya	Keisha Byrd Simmy
House of Delegates	Elizabeth Banks	Mark Cunningham	Courtney Herzog	Manuela Kennedy	Tom O'Connor	Chris Schafer
	Magan Bishop Scuteri	Kortney Edge	Amelia Hoover	Kelly Knowles	Melissa Peterson	Penny Shelton
	Libby Bull	Eric Fernandez	Jamie Hysell	Sadie Coulter	Erica Puccio	Athena Slejko
	Kyla Chambers	Christina Fluegel	Jonathan Kaler	Megan May	Gabe Rodriguez	Stephanie Thompson
	Sarah Churchill	Kris Hanson	Julie Kaufman Unger	Terryl Nielsen	Adelita Rosenberg	Liz Wilhite
						Rasha Zalkit

- Call to Order (5 minutes)
- HD Expo Welcome
- Establishment of Quorum (2 min)
- President's Welcome (5 minutes)
- Financial Report (2 min)
- Scholarship (2 min)
- EID Chapter (2 min)
- Education (2 min)
 - EDOnline (2 min)
 - GreenVoice (2 min)
 - Brand Programs (2 min)
- Regional Tradeshows (2 min)
- Communications/Social Media (2 min)
- International Report
 - Canada (1 min)
 - United Kingdom (1 min)
 - Paris (1 min)
 - Milano (1 min)
- Membership (2 min)
- Leadership Conference (2 min)
- Top ID (2 min)
- Board Training/Strategic Planning/Next Steps (2 min)
- BREAK (15 min)
- BREAKOUT GROUPS – 1 hour long
 - SCHOLARSHIP
 - EDUCATION/Continuing Education, Green Voice Education, EDOnline
 - MEMBERSHIP/ EID
 - CONFERENCES/Events/TopID/BrandED
- FINANCE/Fundraising
 - COMMUNICATIONS/ Social Media
- Report on Breakout Session
 - SCHOLARSHIP
 - EDUCATION/Continuing Education, Green Voice Education, EDOnline
 - MEMBERSHIP/ EID
 - CONFERENCES/Events/TopID/BrandED
 - FINANCE/Fundraising
 - COMMUNICATIONS/ Social Media
- New Business
- Old Business
 - DesignLinQ
- Motion to Adjourn

- Christine Tucker
- Stacy Shoemaker Rauen/Kevin Gaffney
- Fernando Diaz
- Christine Tucker
- Sandy Banks
- Jen Wellman / Brittany Spinner
- Lanee Burns / Valerie Coleman
- Deidre Schwartz / Dallas Bentley
- Allie Bruski
- Rachel Berkin
- Teri Urovsky
- Jena Seibel
- Helen Reed / Todd Fuller
- Tara Witt
- Jonathan Young
- Gwendoline Theodet
- Enrico Cleva
- Natasha Ashar
- Monica Meade/Shana McCullough-Downing
- Stacy Elliston / Trisha Poole
- Jena Seibel / Trudy Craven
- Jen Wellman/Brittany Spinner
- Deidre Schwartz/Dallas Bentley
- Lanee Burns/Natasha Ashar/Valerie Coleman
- Monica Meade / Shana McCullough-Downing/
- Stacy Elliston / Trisha Poole / Teri Urovsky
- Sandy Banks / Brittany Johnson
- Todd Fuller/Hillary Eggebrecht
- Christine Tucker
- Natalie Sheedy

NEWH, INC. GOVERNING BOARD MEETING MINUTES

Thursday, January 19th, 2023
Virtual Meeting

Executive Committee	Christine Tucker Sandy Banks	Deidre Schwartz Monica Meade	Helen Reed Lanée Burns	Tara Witt Cynthia Guthrie	Trisha Poole Enrico Cleva	Trudy Craven
Board of Directors	Brittany Spinner Dallas Bentley	Brittany Johnson Shana McCullough-Downing	Todd Fuller Teri Urovsky	Ambassadors:	Keisha Byrd Emily Mueller	Kelly Ponder
Chairs	Rachel Berkin Allie Bruski	Leslie Anderson Stephanie Deshaies	Natalie Sheedy Stacy Elliston	Jillian Van Dresser		
House of Delegates	Megan May Penny Shelton Athena Slejko	Elizabeth Banks Kortney Edge Mark Cunningham	Erica Puccio Kyla Chambers Sarah Churchill	Melissa Petersen Eric Fernandez Magan Scuteri	Chris Schafer Terry Nielsen	Libby Bull Julie Kaufmann-Unger
Presidents/ Steering Chair	Deidre Schwartz Todd Fuller Wanda Luna	Elizabeth Banks Enrico Cleva Levar Jackson	Kim Faith Marit Jensen Brittany Spinner	Denise Ganson Demi Melissinou Elle Pechiney	Erica Harmelin Francesca Sosa Gary Cardono	Dee Testa Rebecca Bertrand
Guests	Jessica Casiano Jolie Cawelti Marissa Corso Tammy Diniz Kati Fahland Sergio Grazioli	Sam Green Edgar Gutierrez Laura Herzog Ashley Hixson Rittner Hufford Elizabeth Jones	Jane Jones Catherine Kar Josh Kennett Rega Maiwandi Celine Marcotte Emily Marzocchi	Jill Matsumoto Anna McArthur Crystal McCain Scott McSherry Jaymie Mistry Amy Montgomery	Marla Myatt Alli Oroski Brooke Pearsall Michele Protzeller Michael Sautner Alexandra Seimetz	Alicia Sheber Mrinal Suri Jourdan Umali Taylor Vigilia Paige Viren Courtney Webster
Not in Attendance	Fernando Diaz Jennifer Wellman Jonathan Young Gwendoline Theodet	Natasha Ashar Valerie Coleman Stacy Rauen Adam Tooter	Adelita Rosenberg Amelia Hoover Courtney Herzog Liz Wilhite	Kris Hanson Jonathan Kaler Tom O'Connor Christina Fluegel	Stephanie Thompson Jamie Hysell Kelly Knowles Rashana Zaklit	Gabe Rodriguez Manuela Kennedy Sadie Coulter
NEWH Staff	Shelia Lohmiller Jena Seibel	Susan Huntington Diane Federwitz	Julie Hartmann Hillary Eggebrecht	Kate Nesbitt Erika Swansen	Denise Huntington	

The meeting was called to order by President, Christine Tucker at 10:30am ET. Roll call taken and a quorum was established.

MOTION TO APPROVE MINUTES

Date: January 19, 2023

Motion Number: 1

I, Shelia Lohmiller on behalf of Fernando Diaz, move to approve the November 13, 2022 minutes as presented.

Motion seconded by:	Monica Meade
STATUS OF MOTION:	
Carried:	<input checked="" type="checkbox"/> X <input type="checkbox"/>
Defeated:	<input type="checkbox"/> <input type="checkbox"/>

President's Welcome – Christine Tucker

Discussion-Christine Tucker: President's Welcome

- Welcome and congratulate Sandy Banks, she will be out president next year
- Brittany Johnson is taking on the roll of fundraising direction
- Shana will be our conference director
- This year there are three boarding meetings
- Scholarships, we are \$27,000 short of \$8 million
- Membership is at 6,700 members
- Chapter leadership lessons are offered quarterly
- IBOD reports are part of your position to keep track of each chapter
- Today, the first acronym dictionary and it will be shared with everyone
- Join your chapter scholarship committee
- Review of resources available and conferences
- Leadership Conference- next one will be in the spring of 2024, in Tennessee
- Top ID has become very important and helps our design membership
- Recognition of excellence on international and chapter levels
- Fellowship award is coming up and is given to NEWH members who have demonstrated great commitment to NEWH

Financial Report- Sandy Banks

Discussion- Sandy Banks:

- NEWH is strong, we are looking forward to a brand new year
- Many of you have put forth your sponsorship menus, and if you have not done so please get those in
- NEWH will begin this year taking 20% of all net proceeds from all your chapter events
- There is a chapter programming page that you need to fill out

Discussion- Susan Huntington:

- We have 3 board meetings, and NEWH Inc has set caps for travel so we can stick to our budget this year

- Please book your flights right away and we will reimburse you

MOTION TO APPROVE 2023 BUDGET

Date: January 19, 2023

Motion Number: 2

I, Sandy Banks, move to approve the 2023 Budget.

Motion seconded by:	Cynthia Guthrie
STATUS OF MOTION:	
Carried:	<input checked="" type="checkbox"/> X <input type="checkbox"/>
Defeated:	<input type="checkbox"/> <input type="checkbox"/>

Scholarship- Brittany Spinner

Discussion-Brittany Spinner:

- We are addressing concerns on not getting as many scholarship applications and improving outreach to students
- Scholarship winner society kick off to keep winners more engaged- try and track down your past scholarship winners
- Training for scholarship application review

ID Chapter- Lanée Burns

Discussion-Lanée Burns:

- We are starting our 2023 and have a lot of new EID directors, and we are hoping to gain more EID directors
- Valerie Colman is the director of educational inclusion and diversity this year
- We started the EID committee in 2021, BDNY we had an in-person dialogue and are hoping to do another one in HD this year
- The LA chapter hosted an EID dialogue in 2021, Rocky Mountain chapter has done EID dialogues
- Chapters are doing great work on their social media with highlighting months and members

Education – Deidre Schwartz and Dallas Bentley

Discussion-Deidre Schwartz:

- We are starting BrandED out this year with six sponsors

Discussion- Dallas Bentley:

- Shari Morris is on our committee and she is looking at more interesting and modern ways to deliver educational content
- Rachel has some great ideas for GreenVoice

EDonline:

- Hospitality 101- geared toward new interior designs who are starting their first projects

GreenVoice:

- Recruiting chairs, we had an interest meeting in December
- National events, best practices
- Gearing up for HD Expo, finalizing topic and presenters
- Scholarship education event and getting feedback from last year

BrandED Programs:

- We have secured 6 sponsors this year
- We have our first BrandED event planned in Toronto
- We are having a meeting in early February to try and get ahead of scheduling to determine locations, dates, and topics
- Branch chair position in the process of filling- we will hopefully have that wrapped up in the next few weeks
- Last week we had a strategic planning session with guidance and goals for this year
- Process on how to engage chapters on a greater level

Regional Tradeshows- Jena Seibel

Discussion- Jena Seibel:

- One in LA coming up in January
- Working on Chicago show for mid-April (April 12th)
- We plan regional trade shows to fit into hotel schedule
- Boston- beginning of June
- We will start working on the 2024 regional tradeshow list in another month or so

Communications/Social Media- Helen Reed and Todd Fuller

Discussion – Helen Reed:

- Social campaign to highlight the many faces of NEWH and who we are
- We will be highlighting leaders in the industry and NEWH through videos
- Texting- cost for chapters to send reminders to followers

Discussion- Todd Fuller:

- We have a goal for getting more followers on Instagram and LinkedIn this year
- Monthly meetings to discuss content and be available

International Report- Enrico Cleva

Milan-Enrico Cleva:

- Milano is constantly growing and our events have been better
- We have a trade mission in October in Milano
- We are planning a big reception to Welcome all NEWH members

Canada- Tara Witt:

- We have a BrandED in March in Toronto
- We have a really strong board this year with a lot of new faces

UK and Europe- Chris Tucker:

- Board and membership is growing and they have added four new board members in the UK
- 2022 was their most profitable year
- UK and Europe continue to collaborate with magazines
- Postcard auction
- Student mentoring

Paris- Chris Tucker:

- Added two new board members
- Networking breakfast and private tour
- Private training with bedding professional
- Presenting first scholarship and the end of March
- We are looking for 5 key annual sponsors

Membership- Monica Meade

Discussion: Monica Meade

- New membership director
- Our focus this year is mostly on membership retention
- Expand our membership pool for people who work in hospitality
- We have new collateral that will be available in February

Leadership Conference- Monica Meade

Discussion-Monica Meade:

- We are working with Jena and our conference company to finalize dates and hotels for 2024 and are hoping to have an announcement for that soon
- Working on foundation for conference
- Working on taglines
- Social media kickoff for the conference
- Send keynote speaker suggestions

Discussion- Cynthia Guthrie

- When you are doing your budgets for 2024, please account for getting members to conferences

Top ID- Stacey Elliston and Trisha Poole

Discussion- Stacey Elliston:

- Celebrating TopID 2023 for each chapter
- There is going to be a little change to the judging and criteria for 2024
- There will be a separate level of criteria if firms are interested in participating and we are narrowing down on one
- We are putting together a judging committee that will judge the firms separately

Discussion- Trisha Poole:

- Higher up emphasis on design to make design firm want to engage more
- Design firms can give back through NEWH and be a great designer
- Judging will be done earlier and more streamlined

Discussion: Maria Corso:

- The deadline for entering TopID would be difficult if it was April

Board Training/ Strategic Planning/ Next Steps- Jena Seibel and Trudy Craven

Discussion- Jena Seibel:

- A couple of charts might have been updated
- We are working on 2022 and 2023 list
- The in-person is being offered in two different ways- in-person or virtual
- Mandatory training- Trudy, Shelia, Chris have been working on updating job and task descriptions
- Try to have members mentor new members

Discussion- Trudy Craven

- We had a back-log with training in 2022
- We have 10 workshops scheduled and need 4 more chapters to respond

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Scholarship:

- Many applicants aren't meeting requirements
- Email blast every week to reach as many students as they could and talk about the scholarship
- Tracking applications with a google doc

Education:

- 3 biggest challenges with BrandED: chapter engagement, time, vendors are not allowed to come
- Attendance and engagement- connecting with ownership
- Getting videographers to create a commercial to get people excited about BrandED

Membership/EID:

- Board buddies- new member with existing members
- Board members reaching out at events- Milan has board members at the entrance of each event
- People who travel to other NEWH events- do they feel welcome at those events
- Colored badges at events to identify members
- Resources on NEWH website- chapter and member guidelines
- Membership call

Conferences:

- Size of attendees on panels
- During the owners round table, it pulls a lot of people, what can we do for the people not at the round table
- Sustainability from a renovation perspective
- State of the union- high level from the developers perspective
- Saturday excursions- great way to connect with people, network, and explore the city
- Map or list of things to do in the city for Saturdays
- Making an acronym cheat sheet on the program

Finance:

- Get sponsorship menus out early
- Quarterly fundraising directors call for support and ideas
- Communication with individual chapters with new TopID schedule
- We are assembling the judges for the TopID committee
- Nominations will be opening in March and due in June
- Top ID criteria and judging:
- What to know total members in the firm to calculate percentage of participation to level the playing field for smaller firms
- We want to add in a total number of years of membership and take that into consideration
- How the firm helps the chapter
- Not accepting senior living, multi-family, private clubs into TopID because the general public cannot use the facilities
- Architecture and interior design crossover
- TopID award opening in March will be 2024
- Participation in NEWH will not be made mandatory, but it comes into play in the final judging
- Our chapters should not be creating their own criteria for TopID
- Quality of design with the chapters

Communications, Social Media:

- It was suggested at the last BDNY to have social media templates
- Examples of different posts
- Outlines of the information that needs to be included in social media posts
- Follow and tag NEWH Inc
- Share NEWH posts on personal and chapter social media
- BrandED video ads
- Implementing monthly calls with chapters

Old Business

DesignLinQ

Home page layout and design with featured firms

Company directory will be opened up to more designers in the next few weeks

Projects with links and multiple images

DesignLinQ is a website for NEWH members to have portfolios so NEWH can advertise for its vendor partners

Creating an easier way to add links to images in the portfolios

Cost for vendor or designer to participate in has not been decided yet- possibly monthly subscription
 Corporate sponsors will be able to tag their products without charge
 Educational video
 Pinterest, Wayfair, and other residential sites- designers are using in their projects, and this will prevent it
 Can be used as a TopID benefit- if people don't make the magazine, they can have a space
 Plan for marketing still in progress
 Hoping media partners will promote the website

MOTION TO ADJOURN

Date: January 19th, 2023

Motion Number: 3

I, Cynthia Guthrie, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:46 ET.

Motion seconded by:	Monica Meade				
STATUS OF MOTION:					
Carried:	<input checked="" type="checkbox"/>	X	Defeated:	<input type="checkbox"/>	<input type="checkbox"/>

PRESIDENT

CHRISTINE TUCKER

Job Purpose:

- Carry the full responsibility of leadership of NEWH, Inc.
- Act as the leader of NEWH, Inc., reporting to the Executive Committee and IBoD and all members of NEWH, Inc. internationally.
- Supervise the business of the NEWH, Inc., keeping all IBoD members focused on setting and meeting the goals of NEWH, Inc.
- Encourage leadership roles from our membership.
- Encourage and supports teamwork and ensures inclusivity and engagement of all members.
- Lead by example with inclusive and equitable leadership within all aspects of the NEWH, Inc. President's role.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

MAY 2023

GOAL STATUS

The goal to ensure continued support of initiatives with VP's and Directors on the IBoD with strong communication continues with the positive engagement from the NEWH leadership. Being involved in committees and review of reports submitted assists in communication. We appreciate reports by each VP, Director, Committee and Delegates to keep us all involved and ensure we are all moving forward together to benefit our membership and remain focused on our mission. With this engagement it presented an opportunity to fill some gaps by implementing protocol guidelines to bring clear expectations of processes and deliverables. These protocol guidelines are found on the web site in the Board Resources section.

Working closely with the wonderful staff at our head office allows me to continue to expand my knowledge and involvement with NEWH Inc., office for the succession plan in place. Our NEWH Inc Team is essential to the continued success of NEWH as it amazes me that the 10 very

dedicated employees at our offices provide our membership and support and implementation of our many programs and activities for our 5,800 + members in our 28 Chapters and Regional Groups in 5 different countries. Please remember to thank them when you have an opportunity as they are working hard to keep the wheels on the NEWH bus rolling very smoothly for all of us!!

GOAL OBSTACLE

I believe for all of us the biggest obstacle is time, which is not unique to any one of us that are volunteering to make a difference to the community we thrive in. Thank you for making NEWH part of your life.

GENERAL COMMENTS

NEWH continues to be a driving force in the industry with positive programs and membership. Being able to get back to the new normal world with live interaction has been very positive for all of us. I look forward to connecting live at the next NEWH event.

JANUARY 2023

GOAL 1 STATEMENT

Work closely with the VP's and Directors on IBOD as well as NEWH, Inc., staff to ensure the initiatives are being supported. Remain open to build on new opportunities and ensure our focus remains consistent with our NEWH mission.

GOAL 1 MEASURE

The ability to measure this goal will be achieved through strong and communication between the team. Set goals and timelines within each initiative for review and feedback.

GOAL 1 TIMING

The goal of communication and support is something that has been in place and I will continue to monitor and participate in Committee calls as well dialogue with those leading each initiative. Support and communication do not have an end date unless we are choosing to stop an initiative or program.

GOAL 1 MAJOR MILESTONES

Ensure each initiative has a strategic plan and focus. If it does not have a clear path or plan-engage to set up a strategic plan with the parties involved. Set timelines to check in and ensure the course remains strong.

GOAL 2 STATEMENT

Work closely with the NEWH, Inc., office Team to build expand my involvement with our corporate office. As we move forward with our

NEWH Corporate Team succession plan, I will continue to grow my knowledge and skills to ensure NEWH success as well as my own in future role with NEWH.

GOAL 2 MEASURE

This is a continuous growth course that requires constant learning and development through active engagement of duties and functions.

GOAL 2 TIMING

The involvement and growth of my knowledge has been an integral part of my current term as President of NEWH, Inc. Currently in my 4th year as President I have had the benefit of these years being involved and privy to many of the internal functions by working closely with Shelia and the NEWH, Inc. Team.

Continue to take further educational courses offered by ASAE to expand my knowledge and skills of Non-Profit Associations.

GOAL 2 MAJOR MILESTONES

COMMENTS

We are looking forward to a strong year ahead and continue recovery of our industry and membership moving beyond the challenges the world has faced together. Newh continues to remain consistent with our mission. We would like to thank every one of our members who are what makes the difference in why newh is the international community connecting the hospitality industry!

SECRETARY

FERNANDO DIAZ

Job Purpose

- Record and preserve the business records of NEWH, Inc. and ensure all Chapters/Regional Groups remain in compliance with all public laws governing their activities.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

GOAL 1 STATEMENT

Continuing to assist Helen Reed & Jillian Van Dresser (Co-Chairs) in

establishing the calendar for this years' Fellows nominations, selection and presentation at the Leadership Conference

JANUARY 2023

GOAL 1 STATEMENT

Continue to improve College of Fellows – Asked Jillian Van Dresser (accepted) to co-chair with Helen Reed the nominating committee

GOAL 1 MEASURE:

GOAL 1 TIMING:

GOAL 1 MAJOR MILESTONES:

GOAL 2 STATEMENT:

GOAL 2 MEASURE:

GOAL 2 TIMING:

GOAL 2 MAJOR MILESTONES:

COMMENTS

Reminder – All Chapters are required to take & maintain minutes of all chapter board meetings; your minutes are legal document. All motions should be attached to the minutes. A copy of your minutes must be sent to kathy.coughlin@newh.org. You are also required to do, and file with the office, a Business Plan. A sample template can be found at the end of the Board Report Packet.

Susan Huntington handles all compliances in the NEWH, Inc. office. Please contact her regarding silent auctions, raffles or other fundraising activities. Some states prohibit these things and others require special permits.

MINUTES, ANNUAL BUDGET AND CHAPTER BUSINESS PLAN – 2022

Chapters (min. 9-10 per year)	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan
Arizona	Yes	Yes											X	X
Atlanta														
Chicago													X	X
Dallas		Yes											X	
Las Vegas													X	
Los Angeles													X	X
Milano														
New York	Yes		Yes										X	
North Central	Yes	Yes											X	
Northwest													X	
Paris														
Rocky Mountain	Yes												X	X
San Francisco Bay													X	
South Florida													X	
Sunshine													X	
Toronto	Yes	Yes											X	X
UK	Yes	Yes												
Washington, DC													X	
Regional Groups	(Minutes once a quarter)													
AC/Philadelphia														
Cincinnati	No Mtg.	Yes	No Mtg.	Yes										
Houston	Yes													
Mid-South														
New England														
North Carolina	No Mtg.	Yes												
Orange County	Yes	Yes	Yes											
Pittsburgh	Yes	Yes	No Mtg.	Yes										
South Carolina														
Vancouver	Yes													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Budget	Business Plan

NEWH Chapter Board Training Schedule

The board training schedule is open for modification, contact us if you would like your schedule reworked

	2022	2023	2024	2025
ARIZONA	Strategic Plan - 1/21/2022	Board Train (Required)	Virtual BDT/STP (request)	OPEN
ATLANTA	OPEN	Virtual BDT/STP (request)	Board Train (Required)	Strategic Plan (required)

ATLANTIC CITY	Virtual BDT/STP (request)	OPEN	Board Train (Required)	Strategic Plan (required)
CHICAGO	OPEN	Strategic Plan May 13, 2023	Virtual BDT/STP (request)	Board Train (Required)
CINCINNATI	Virtual BDT/STP (request)	Strategic Plan Feb 22, 2023	Board Train (Required)	OPEN
DALLAS	Virtual BDT/STP (request)	Board Train – Jan 21, 2023	OPEN	Strategic Plan (required)
HOUSTON	Strategic Plan – (required)	Board Train (Required)	OPEN	Virtual BDT/STP (request)
LAS VEGAS	OPEN	Strategic Plan – Feb 25, 2023	Virtual BDT/STP (request)	Board Train (Required)
LOS ANGELES	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
MILAN	Virtual BDT/STP (request)	Board Train – Oct 16, 2023	OPEN	Strategic Plan (required)
MID-SOUTH	Board Train (Required)	Strategic Plan – Feb 11, 2023	OPEN	Virtual BDT/STP (request)
NEW YORK	OPEN	Strategic Plan Jun 2, 2023	Virtual BDT/STP (request)	Board Train (Required)
NEW ENGLAND	Strategic Plan (required)	Virtual BDT/STP (request)	Board Train (Required)	OPEN
NORTH/SOUTH CAROLINA	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
NORTH CENTRAL	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
NORTHWEST	OPEN	Strategic Plan – Jan 22, 2023	Virtual BDT/STP (request)	Board Train (Required)
ORANGE COUNTY	Virtual BDT/STP (request)	Strategic Plan – Jan 21, 2023	Board Train (Required)	OPEN
PARIS	Virtual BDT/STP (request)	Board Train – Oct 11, 2023	OPEN	Strategic Plan (required)
PITTSBURGH	Board Train – Mar 10, 2023	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)
ROCKY MOUNTAIN	Board Train – Apr 2, 2022	Strategic Plan – Dec 3, 2022	Virtual BDT/STP (request)	Board Train (Required)
SAN FRANCISCO	Virtual BDT/STP (request)	Strategic Plan – Nov 5, 2023	Board Train (Required)	OPEN
SOUTH FLORIDA	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
SUNSHINE	Strategic Planning – 4/2022	Board Train (Required)	Strategic Plan (required)	Virtual BDT/STP (request)
TORONTO	OPEN	Strategic Plan – Feb 4, 2023	Virtual BDT/STP (request)	Board Train (Required)
UNITED KINGDOM	Strategic Plan – Oct 7, 2023	Board Train – Oct 7, 2023	Virtual BDT/STP (request)	OPEN
VANCOUVER	Virtual BDT/STP (request)	Board Train (Required)	OPEN	Strategic Plan (required)
WASHINGTON DC	Board Train (Required)	OPEN	Strategic Plan (required)	Virtual BDT/STP (request)

Online Board Training start	Strategic Planning	Webinar Board Training or Strategic Planning – On Request	OPEN – Chapter may have a break year or request something special
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Those marked "upon request" may incur charges for extra training.

VP/FINANCE

SANDY BANKS

Job Purpose

- Keep and maintain, or cause to be kept and maintained, adequate and correct books and records of the properties and business transactions of the corporation, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, retained earnings, and other matters customarily included in financial statements.
- Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by Director/Fundraising as well as all Chapter Boards/Regional Group Steering Committees and Fundraising Directors.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. so as to support the organization's mission and needs.

MAY 2023

GOAL 1 STATEMENT

GOAL STATUS - Complete

- GOAL 1** – Reconciled Leadership Conference.
- GOAL 2** – Chapters to submit sponsorship menus. Most did.
- GOAL 3** – Set budget for Travel expenses for the IBOD – Done

GOAL OBSTACLE

No

ACTION PLAN

Breakout discussion was overseen by Trisha Poole regarding Top ID. No Fundraising was discussed. Trisha has now asked for her own Breakout. I agree and will now discuss Fundraising

approaches.

COMMITTEE TASKS

No, Refer to last question.

GENERAL COMMENTS

The first quarter call for Fundraising was held on Friday, March 31. Fifteen people registered for the call and only 6 showed up. Despite that, the call was energetic and positive. I am going to email all of those that registered to boost attendance for the next call on June 26. I would also like to discuss fundraising during our breakout at the May 1 IBOD.

JANUARY 2023

GOAL 1 STATEMENT

Finalize the development of a budgeting process for the Board of Directors. We will come up with a reimbursable figure for airfare, hotel and other related expenditures for each director, based on average

costs posted on travel websites and past expenditures.

GOAL 1 MEASURE

When we have figures that have been reviewed by Inc and agreed upon for publication.

GOAL 1 TIMING

We will start now after all budget calls are complete and review through the year to be completed by December 2023, sooner if possible.

GOAL 1 MAJOR MILESTONES

GOAL 2 STATEMENT

Follow up on remaining chapter sponsorship menus. We have received quite a few but there are some stragglers.

GOAL 2 MEASURE

When we have received menus from all chapters.

GOAL 2 TIMING

To be completed within the first quarter of 2023 if not sooner

GOAL 2 MAJOR MILESTONES

COMMENTS

A reminder to all chapters that beginning in 2023, NEWH Inc will start taking 20% of all fundraising proceeds which was suspended in 2019 due to Covid. The chapter will continue to put a minimum of 65% of remaining proceeds in a scholarship account and the rest will go to admin.

As we begin planning the leadership Conference, Susan, Jena and I will keep an oversight on income and expenditures to assure we stay in budget.

BANK BALANCES	
account balances as of 03/31/2023	
General	\$ 485,493.20
Scholarship	191,721.46
Cliff Tuttle Scholarship	3,337.51
Money Market (cash reserve fund)	258,055.57
Long Term Reserve Account	519,959.23
Checking Reserve Account	51,196.92
CD	100,000.00
NEWH, Inc. acct in Canada (10/30/20)	CAD 7,192.11
NEWH Canada, Inc.	CAD 93,338.67
NEWH Canada, Inc. Scholarship	CAD 12,420.02
NEWH, Inc. acct. in London	GBP 25,850.73

Chapter	Updated Signature Cards 2023	Regional Tradeshow Monies transferred to Scholarship Acct in 2022	Fundraising/Donation/Interest Monies transferred to Scholarship Acct in 2022	Checking Bal	Date	Scholarship Bal	Date	Mutual Fund
Arizona	Yes			34,421.16	3/31/23	42,427.14	3/31/23	
Atlanta	Yes			175,014.64	3/31/23	134,915.36	3/31/23	
Chicago	Yes			140,773.48	3/31/23	117,895.75	3/31/23	
Dallas	Yes			101,487.06	3/31/23	208,836.63	3/31/23	
Las Vegas	Yes			52,822.35	3/31/23	67,206.46	3/31/23	
Los Angeles Founding	Yes			76,198.16	3/31/23	35,897.26	3/31/23	
Milano				1,878.21	3/31/23			
New York	Yes			181,696.97	3/31/23	127,954.35	3/31/23	
North Central	Yes			60,586.54	3/31/23	41,951.02	3/31/23	
Northwest	Yes			183,184.79	3/31/23	103,490.58	3/31/23	
Paris								
Rocky Mountain	Yes			99,467.32	3/31/23	50,254.07	3/31/23	
San Francisco Bay Area	Yes			42,654.84	3/31/23	218,485.86	3/31/23	
South Florida	Yes			107,718.00	3/31/23	78,221.97	3/31/23	
Sunshine	Yes			145,731.36	3/31/23	170,339.94	3/31/23	
Toronto				29,631.41	3/31/23	27,952.85	3/31/23	8,068.58
United Kingdom				22,662.19	3/31/23	18,509.74	3/31/23	
Washington DC Metro	Yes			176,437.16	3/31/23	190,723.62	3/31/23	
Regional Groups								
Atlantic City				36,091.81	3/31/23	45,340.39	3/31/23	
Cincinnati				21,186.48	3/31/23	8,699.13	3/31/23	
Hawaii				11,928.11	3/31/23	27,274.13	3/31/23	
Houston				10,236.13	3/31/23	74,135.85	3/31/23	
Memphis Mid South				1,000.00	3/31/23	12,005.55	3/31/23	
New England				7,151.82	3/31/23	11,012.76	3/31/23	
North Carolina				10,314.00	3/31/23	9,583.41	3/31/23	
Orange County				2,805.18	3/31/23	60,416.68	3/31/23	
Pittsburgh				16,517.56	3/31/23	5,609.37	3/31/23	
South Carolina				2,861.55	3/31/23	3,719.13	3/31/23	
San Diego						19,386.98	3/31/23	
Vancouver						33,726.78	3/31/23	
Virginia						12,138.63	3/31/23	

2023 PROPOSED INCOME/EXPENSE STATEMENT

		INCOME	EXPENSE
President		-	4,934.83
President Elect		-	-
Past President		-	1,084.30
Executive Adviser		-	2,952.70
Secretary		-	1,078.86
	Board Training	-	9,595.64
Vice President Finance		-	1,550.15
	Fundraising	-	655.60
	Travel / Delegate	-	1,009.52
Vice President/Scholarship		-	-
	Scholarship	-	270.00
	Ageless Living Collaborative	-	-
	BrandED	-	-
	Clifford Tuttle Scholarship	-	-
	Elite Expositions	-	-
	Green Voice Scholarship	-	15,000.00
	HDAC Scholarship	-	-
	ICON Scholarship	-	840.00
	NEWH Leadership Scholarship	-	-
	Vendor Scholarship	7,500.00	7,637.97
	Women Leaders in Hospitality Scholarship	-	-
Vice President/Education		-	699.61
	Education	-	3,500.00
	ED Online	-	346.20
	Green Voice Education	-	22,50
	BrandED Events	60,000.00	2,980.72
	POWERtalks	-	-
VP/Development		-	2,300.00
	Membership	160,642.11	56,787.00
	NEWH Conferences	-	5,129.68
VP/Communications		-	-
	Social Media	-	650.00
VP/EID		-	1,261.27
	Diversity	-	3,540.67
Administration		180.00	353,801.07
	Corporate Partner Development	286,875.00	9,127.98
	Founders Circle	-	2,207.20
	Programming/Virtual	-	-
	Marketing	114,772.00	99,968.01
	NEWH Awards	-	6,629.23
	Tradeshows/USA	-	282.91
	Tradeshows/Regional	678,686.50	318,900.37
	NEWH Governing Board Mtg.	-	10,144.20
	Printed Collateral	-	30.00
	Website	7,425.00	6,177.63
	Bank/Credit Card	-	(2,747.05)
		1,316,080.61	928,326.27

2022 CORPORATE PARTNERS	level	partner since
Durkan/Mohawk Group Hospitality	Benefactor	1995
Fabricut Contract/S. Harris	Benefactor	2004
Milliken Floor Covering	Benefactor	1996
Signature	Benefactor	2005
ULSTER	Benefactor	2003
Arteriors Contract	Patron	2013

Bernhardt Hospitality	Patron	2012
Brintons	Patron	2010/2016
EMERALD / Hospitality Design – Boutique Design	Patron	2001
Encore Hospitality Carpet	Patron	2019
Installation Services Group	Patron	2010
KB Contract	Patron	2022
P/Kaufmann Contract	Patron	2011
PTY Custom Lighting	Patron	2022
Valley Forge Fabrics	Patron	2019
American Atelier, Inc.	Supporting	2011
American Leather	Supporting	2008/2023
Artline Group	Supporting	2018
Ashley Lighting, Inc.	Supporting	2012
Chapman Hospitality Lighting	Supporting	2021
Crossley Axminster	Supporting	2022
Crypton + Nanotex	Supporting	2014
Delta Faucet Company	Supporting	2014
Down Etc.	Supporting	2019
Electric Mirror	Supporting	2008/2023
Fairmont Designs	Supporting	2020/2023
Kimball Hospitality	Supporting	1994/2016
Lily Jack	Supporting	2011
Mandy Li Collection	Supporting	2011
Porcelanosa USA	Supporting	2017
Richloom Contract	Supporting	2013
Serta Simmons Hospitality	Supporting	2005
Shaw Hospitality Group	Supporting	1999/2015
Shelby Williams	Supporting	1994/2011
Summer Classics/Gabby Contract	Supporting	2011
Surya Contract	Supporting	2022
Tarkett	Supporting	2008
TLS Furniture	Supporting	2021
Tropitone Furniture Company	Supporting	2012
WALTERS	Supporting	2012

DIRECTOR/FUNDRAISING

BRITTANY JOHNSON

Job Purpose

- Provide oversight and support for fundraising activities of NEWH, Inc. Chapters/Regional Groups.
- Ensure NEWH, Inc. standards and practices for fundraising are understood and followed by Chapter Boards/Regional Group Steering Committees and Fundraising Directors.

MAY 2023

GOAL 1 STATEMENT

Engage with all chapters, providing consistency and support through the calendar year.

GOAL 1 MEASURE

All quarterly calls have been set with the first one occurring on March 31. The agendas have been set and we are excited to connect with all the chapters.

GOAL 1 TIMING

- March 31 – Annual sponsorship results, Event fundraising efforts, Fundraiser event types
- June 26 – Results of activity forms, Budgeting/planning, Online tools overview
- October 2 – 2024 Sponsorship menus, End of year wrap up, 2024 planning

All calls take place over zoom at 10am central time

<https://newh.zoom.us/meeting/register/tZYld-2rrjktHdBBOa-zLT6ltArxs2vYoxVc> (registration link)

GOAL 1 MAJOR MILESTONES

January – connect with Inc and finance leaders to set calls – COMPLETE

- Q1-Q4 calls
- -Set dates – COMPLETE

- -Set Agendas – COMPLETE
- -Lead meetings
- Mid-year reach out to each chapter touch base.

COMMENTS

Excited to connect with chapters in March to see how the year is starting and to hear all the big plans for 2023!

JANUARY 2023

GOAL 1 STATEMENT

Engage with all chapters, providing consistency and support through the calendar year.

GOAL 1 MEASURE

- Set and execute 4 quarterly calls along with other finance positions.
- Provide best practices and knowledge sharing for the chapters
- Get to know the chapter fundraising chairs through quarterly meetings and additional communications as needed.

GOAL 1 TIMING

Start in January, continue through calendar year.

GOAL 1 MAJOR MILESTONES

- January- Connect with Inc. and other finance leaders to set chapter calls
- Q1-Q4 – participate in agenda setting and leading calls
- Mid-year reach out individually to the chapters for additional support.

VP/SCHOLARSHIP

JENNIFER WELLMAN

Job Purpose

- Oversee all aspects of the stated NEWH, Inc. mission of Scholarship; and
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization’s mission and needs.

MAY 2023

GOAL STATUS

Off Track- trying to get back to the basics and start again.

GOAL OBSTACLE

Lack of concentration from VP, and not having a clear objective from the VP. Director hasn't gotten good feed back from leadership to understand the goals. Leadership hasn't been available for direction.

Scholarship Committee was going to be created, Scholarship Alumni circle was going to be created, continuing the scholarship grading calls.

COMMITTEE TASKS

No

GENERAL COMMENTS

I 100% understand my shortcomings on my goals, and I am committed to make changes this year

JANUARY 2023

GOAL 1 STATEMENT

Form a scholarship committee

GOAL 1 MEASURE

When we are able to have a group of people dedicated to a monthly or quarterly meeting to help us achieve our objectives

GOAL 1 TIMING

Started 2022 without success—starting new strategy for 2023

GOAL 1 MAJOR MILESTONES

Received chapter board list from Shelia to reach out to Exec Advisors/Past Presidents to keep them involved in NEWH

GOAL 2 STATEMENT

Form a group of past scholarship recipients that can help us attract and influence future recipients. Hold group receptions at trade shows and invite students along with past recipients for networking purposes. Work with marketing to help with a name for the group as well as trade show coordinators to make sure we are positioning the group in the

best way.

GOAL 2 MEASURE

We will have achieved a beginning (starter size) group when we are successful in holding networking events and promoting our past recipient group.

GOAL 2 TIMING

Immediately so we can be ready for HD in May

GOAL 2 MAJOR MILESTONES

A successful kickoff event at HD and a better attended event at BDNY. We will continue to use marketing techniques to grow the group, and ultimately promote scholarship on a larger level.

COMMENTS

We have had a hard time getting people to commit to the committee. We ask every group when we hold an application training. Hopefully by targeting chapter people who are timing out and still want to be involved we will have some success.

DIRECTOR/SCHOLARSHIP

BRITTANY SPINNER

Job Purpose

- Manage NEWH, Inc. Scholarship programs and assist NEWH, Inc. Chapters/Regional Groups as needed to understand and follow the Scholarship mission of NEWH, Inc.

MAY 2023

GOAL STATUS

For the NEWH "Scholarship Alumni Circle", we have set up several committee meetings to discuss our goals, expectations, and action

plans to start to put it into action. We will be starting small with the goal to increase the scope once the initiative becomes more known. We are working through a logo and will be selecting a logo soon with the intent on starting our marketing campaign regarding it.

For the NEWH Scholarship committee, we have set up our first key dates with outlines of the agenda items for each of the meetings. This will begin the goal to take a deeper dive into how we can be more successful at reaching students and increase our visibility at colleges and high schools.

GOAL OBSTACLE

We are having to overcome some hesitation on the "What's in it for me". We really feel that the NEWH "Scholarship Alumni Circle" will bring a lot of value to the designers, past scholarship winners, and

those who consider themselves a mentor within our industry but need to work through it.

COMMITTEE TASKS

An email blast will be going out soon inviting members, including those who were in the past break out room to join a more in depth conversation about the scholarship. We hope to take those with experience in scholarship and hear their insights and proactive solutions to how we can have a greater impact reaching out to students and retaining them.

GENERAL COMMENTS

Overall we are excited and passionate about the goals and initiatives that we set forth this year and are working hard to achieve them.

JANUARY 2023

GOAL 1 STATEMENT

Create a monthly committee to review the state of student out-reach and out scholarship applications. The goal of the committee will be to take a hard look at how we are reaching students and examine if we need to pivot to create more meaningful connections with students. The committee will be a group of board members and members who are passionate about scholarship.

GOAL 1 MEASURE

Through our monthly meetings and brainstorming sessions, we will identify any key gaps in our outreach. Once these gaps have been identified, we will put into action a plan and share with the chapters.

GOAL 1 TIMING

- January 2023- June 2023 – Committee Meetings to identify gaps
- June 2023 – Dec. 2023 – Identification of gaps and implementation of action items.

GOAL 1 MAJOR MILESTONES

The committee aims to review the following:

- Past outreach methods – How are they working now post-pandemic?
- Communication with students – Are we speaking their language?

- Scholarship Applications – What has changed post-pandemic?
- Student Engagement – What value are we offering students at the chapter level?

GOAL 2 STATEMENT

Continue with the scholarship training each year for the chapters to help build skills and institutional knowledge regarding the application process that can be passed down year after year.

GOAL 2 MEASURE

Every chapter will receive a training by the end of the year

GOAL 2 TIMING

Feb. 2023-Dec.2023

GOAL 2 MAJOR MILESTONES

We will refresh the application training PowerPoint and include new and relevant information as well as new scholarship application examples.

COMMENTS

Overall, we have heard from chapters that the amount of scholarship applications are less in the past couple of years. We have also heard that students are not engaging with many of our chapters as easily as they did before. This is a good opportunity to take a look at how our student outreach was in pre-pandemic and how our chapters can pivot to what the students want and need post-pandemic to help re-engage our student community.

2023 SCHOLARSHIPS AWARDED BY CHAPTER

Chapter	2022	total # of awards	Total Given
Arizona	-	133	146,050.00
Atlanta	-	184	473,865.00
Atlantic City/Philadelphia	-	17	57,000.00
Chicago	-	171	566,573.73
Cincinnati Region	-	8	20,500.00
Dallas	50,000.00	234	585,200.00
Hawaii Region	-	4	8,000.00
Houston Region	-	153	265,625.00
Las Vegas	-	200	572,604.92
Los Angeles Founding Chapter	17,500.00	392	981,098.00
Mid-South	-	5	12,500.00
New England Region	-	46	68,750.00
New York	-	271	812,500.00
North Carolina Region	-	7	22,500.00
North Central	-	57	114,000.00
Northwest	-	69	279,963.64
Orange County Region (Southern Counties)	-	75	111,650.00
Pittsburgh Region	-	8	21,000.00
Rocky Mountain	-	63	167,200.00

San Diego Region	-	3	3,000.00
San Francisco Bay Area	-	51	295,000.00
South Carolina	-	4	10,000.00
South Florida	-	120	250,450.00
Sunshine	-	100	338,500.00
Toronto	-	71	CAD 135,513.00
United Kingdom	-	36	GBP 54,750.00
Vancouver	-	11	CAD 27,500.00
Virginia Region	-	8	16,500.00
Washington DC Metropolitan	-	179	788,300.00
Ageless Living Collaborative	-	1	10,000.00
Clifford Tuttle Scholarship	-	9	45,000.00
Elite Expositions/Cruise Ship Interiors	-	4	20,000.00
Future Hospitality Leaders Scholarship	-	3	15,000.00
Green Voice Design Competition	15,000.00	16	90,000.00
HDAC Diversity Scholarship	-	3	15,000.00
NEWH BrandED/Accor	-	1	7,500.00
NEWH BrandED/Hilton	-	1	7,500.00
NEWH BrandED/Holland America	-	1	7,500.00
NEWH BrandED/Hyatt	-	1	7,500.00
NEWH BrandED/IHG	-	1	7,500.00
NEWH BrandED/Marriott International	-	2	15,000.00
NEWH ICON of Industry	-	27	135,000.00
NEWH Ken Schindler Memorial Scholarship	-	4	20,000.00
NEWH Leadership Scholarship	-	4	30,000.00
NEWH Women Leaders in Hospitality Scholarship Award	-	13	65,000.00
NEWH Sustainable Design Competition/School	-	9	40,000.00
NEWH Sustainable Design Competition/Student	-	17	75,000.00
NEWH Vendor - American Holtzcraft	-	1	3,000.00
NEWH Vendor - Fabric Innovations Legacy	-	10	100,000.00
NEWH Vendor - Fabricut FR-One	7,500.00	16	68,500.00
NEWH Vendor - P/Kaufmann	-	5	50,000.00
NEWH Vendor - Séura	-	4	12,000.00
NEWH Vendor - Symmons	-	6	24,000.00
NEWH Vendor - Woodcraft Design Competition	-	3	15,000.00
NEWH Vendor - Yellow Goat	-	1	5,000.00
TOTALS	\$ 90,000.00	2843	USD \$ 8,067,674.78

VP/EDUCATION

DIEDRE SCHWARTZ

Job Purpose

- Oversee all aspects of the stated NEWH, Inc. mission of Education;
- Ensure NEWH, Inc. mission, standards, and practices for education are understood and followed by Director/Education, Chair/ Continuing Education, Chair/Green Voice, Chair/EDOnline, as well as all Chapter Boards/Regional Group Steering Committees; and
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs

MAY 2023

GOAL STATUS

GOAL 1

Ensure all committees (GreenVoice, EDOnline, and BrandED) have the necessary resources (human and organizational) to execute successful programs through 2023.

1. Filled open chair position on BrandED team with Crystal McCain

- (Mid-South Chapter) of HBG Design joining in April
2. Chapter-level GreenVoice chairs continues to grow. March monthly meeting had 15 people on the call plus our GreenVoice Chair, Rachel Berman.
3. EDOnline committee has successfully engaged with various member stakeholder groups include: design, sales, education,

and manufacturing to ensure our program development meets the needs of our members.

GOAL 2

Fill all sponsorship slots for GreenVoice and BrandED with a healthy waitlist for years ahead

1. 100% Filled with and increase of 1 sponsor on the BrandED program (6). GreenVoice program at 5 sponsors
2. Begin work on waitlist with assistance from NEWH staff

GOAL OBSTACLE

1. Not an obstacle, but a significant challenge to consider the platform to use in order to distribute our EDOnline Hospitality 101 program. We are examining Learning Management Systems that can be used for these non-CEU types of education directed toward the entry-level hospitality design professionals.
2. Relative to BrandED, the challenge has been to get events on the calendar where the timing works for the Brand and the Chapter with enough advance notice to properly plan and execute.

ACTION PLAN

JANUARY 2023

GOAL 1 STATEMENT

Ensure all committees (GreenVoice, EDOnline, and BrandED) have the necessary resources (human and organizational) to execute successful programs through 2023.

GOAL 1 MEASURE

When each branch of the Education team has achieved their goals

GOAL 1 TIMING

Jan 1 to Dec 31, 2023

GOAL 1 MAJOR MILESTONES

1. Filled open Chair position on BrandED team by Jan 5
2. Filled 20% of Green Voice Chair positions at the Chapter level
3. Have each membership stakeholder group represented on the EDOnline committee

GOAL 2 STATEMENT

Fill all sponsorship slots for GreenVoice and BrandED with a healthy waitlist for years ahead.

GOAL 2 MEASURE

1. When we have 6 sponsors for BrandED
2. When we have 5 sponsors for GreenVoice

DIRECTOR/EDUCATION

DALLAS BENTLEY

Job Purpose

- Manage development and implementation of education programs that align with NEWH, Inc. mission, including Continuing Education, EDOnline, and Green Voice programs.

MAY 2023

GOAL STATUS

GOAL 1

Develop and release Hospitality 101 education series aimed at new interior designers planning their first hospitality project via EDOnline. We are making progress on this series with the help of a diverse education committee.

GOAL 2

Develop marketing campaign for Education.

GOAL OBSTACLE

Attendance of committee members at meetings.
My failure to finalize the marketing campaign. I need to set a deadline

JANUARY 2023

GOAL 1 STATEMENT

Execute new "Summer Release" educational program centering

We came up with several product categories and have assigned these categories to relevant team members to help develop a glossary of terms that pertain to their specific area of expertise. We see this as something that will continue to grow and evolve.

COMMITTEE TASKS

1. Valerie Coleman from Marriott has been very helpful to our committee in showing us examples of good drawing sets that we can use as a template to help designers when they are submitting to a Brand.
2. Michelle Purcell is on our team and has also been helpful to gather examples that can be used for designers that are new to hospitality.

GENERAL COMMENTS

If you are interested in joining the Education team in either GreenVoice, EDOnline, or BrandED, please reach out to us. You can reach out to me at newh.deidre@gmail.com. We welcome your help and enthusiasm to improve and grow these important programs.

If you have any questions, please contact info@newh.org

3. When each segment has a waitlist of 3 minimum sponsors

GOAL 2 TIMING

Dec 7th 2022 to Dec 31 2023

GOAL 2 MAJOR MILESTONES

1. Confirm sponsor renewals for each
2. Work with INC for leads on potential new sponsors
3. Obtain commitments with agreements for 2023
4. Built a waitlist via networking

COMMENTS

Looking forward to a fantastic year ahead

GOAL STATUS

Our goals in 2022 were essentially to build out our team, its structure, and fill open areas of expertise needed to bring greater value to EDOnline and Green Voice. Our key Voice competition is a great and growing opportunity, and we can all help spread the word about this at the chapter, national, and international level.

and rough out a rough draft for Deidre and I to review.

COMMITTEE TASKS

We have done a good job recruiting new committee members for both the Education committee and the Green Committee. The Education Committee has done a good job of divvying up tasks and the participation of the Green Voice has been strong in planning the GV sessions. More to come on both committees.

GENERAL COMMENTS

I think the education team is strong and we are making some strides. We plan to produce videos at HDExpo which will help market our offerings

around Hospitality 101 – things new designers need to know.

GOAL 1 MEASURE

When we have created a new educational program and delivered by the end of summer 2023.

GOAL 1 TIMING

Start: 11/2022

End: 8/30/2023

GOAL 1 MAJOR MILESTONES

- Solicit feedback from 3 designers on what new designers need to know to determine list of topics.
- Conduct audit of designers and vendors for existing educational contact relative to topics.
- Evaluate and create limited new educational content (E.g. video, written guide, recorded discussion).
- Publish a glossary of terms related to hospitality design.
- Publish Hospitality 101 summer of 2023 (could be virtual).

GOAL 2 STATEMENT

Maintain and promote EOnline web program to membership and chapters boards, corporate partners, and TOP ID design firm winners.

GOAL 2 MEASURE

Establish a certain number of touch points – e.g., eblasts, social posts, as well as touch point reach outs to board directors, corporate partners and TOP ID firms.

GOAL 2 TIMING

1/2023 until 12/31/2023

GOAL 2 MAJOR MILESTONES

- Eblast schedule and social media posting schedule with content copy – 2/1/2023.
- Corporate Partner contacts – 5/2023.
- TOP ID and Chapter conversations by 8/2023.

DIRECTOR/BRAND PROGRAMS

TERI UROVSKY

Job Purpose

- Develop and implement a program to introduce and educate membership about the Hospitality Brands.

MAY 2023

GOAL 1 STATEMENT

Facilitate 5-6 BrandED events in 2023.

GOAL 1 MEASURE

Success will be when the fifth event is complete.

GOAL 1 TIMING

The first event took place March 22 in Toronto, and the 5th live event is currently planned for late October in Seattle with the Holland America organization.

GOAL 1 MAJOR MILESTONES

- March 22 – Toronto, Hyatt – complete
- June – Atlanta, IHG
- August – Denver, Hilton
- September – TBD, Marriott
- October – Chicago, IHG
- October – Seattle, Holland America

GOAL 2 STATEMENT

Document the BrandED process with the intent of highlighting roles and responsibilities of team members as well as enhancing chapter engagement to increase attendance and diversify audience.

GOAL 2 MEASURE

Completion will occur when the process is rolled out to the

committee for implementation after testing the process.

GOAL 2 TIMING

The goal commenced in January with a completion date estimated in mid June.

GOAL 2 MAJOR MILESTONES

- January – start
- February 15 – draft complete
- March – test process on Toronto event and make necessary modifications
- May – documentation complete and presented to senior NEWH leadership
- June – roll out to committee for implementation.

COMMENTS

The Hyatt BrandED event, held on March 22 in Toronto, was a tremendous success, with registration meeting max capacity within days and a waiting list started. The chapter did an amazing job marketing the event as well as Hyatt who engaged with their ownership and development teams to participate and attend. The Andorre House was a beautiful venue and the staff was exemplary. It was one of the best BrandED events to date with many takeaways for enhancing the program moving forward.

JANUARY 2023

No report submitted for January Board Meeting.

CHAIR/ED ONLINE

Allie Burski

Job Purpose

- Develop/manage an online education effort to support the NEWH, Inc. mission of education.

JANUARY 2023

GOAL 1 STATEMENT

Create of glossary of Industry Terms to be used as a resource for early-career Hospitality designers (out of school or moving from contract).

GOAL 1 MEASURE

Goal will be achieved when peer reviewed and loaded onto EOnline.

GOAL 1 TIMING

Starting immediately by crowd sourcing content from our network.

GOAL 1 MAJOR MILESTONES

Establish first draft of list by March 2023.

GOAL 2 STATEMENT

Collect examples of good & "bad" Hospitality material specifications in key product categories to be used to help train early career Hospitality designers.

GOAL 2 MEASURE

This will be an ongoing project to keep content relevant and up to date, however, we are targeting specs from 3-4 product types as a first goal. Examples include:

- a. Lighting (portable and fixed)
- b. Fabrics, drapery
- c. Artwork
- d. Seating
- e. Case goods
- f. Flooring

GOAL 2 TIMING

Starting to crowd source our network immediately.

GOAL 2 MAJOR MILESTONES

Upload first 1 specification by February and additional specs ongoing through the first half of 2023.

COMMENTS

These goals support the primary 2023 objective in the EDOnline team, developed after widespread industry feedback suggested that there are many interior designers working who do not fully understand the nuances associated with Hotel specific design. Designers we spoke to from brands and firms have suggested that education material focused on these hospitality specific concepts would be highly valuable to them, so this is where we focus for 2023.

Objective: Develop educational materials aimed at reducing the learning curve for early-career Hospitality designers (out of school or moving from contract). We are reaching out to a variety of industry contacts to gather examples of materials that will highlight the specific needs of Hospitality interiors.

Content type will likely include: glossary of terms, large repertoire of example specifications/drawings, etc, and 101 training presentations that will be offered in digital formats, as well as in person events.

VP/EQUITY, INCLUSION, and DIVERSITY

LANÉE BURNS

Job Purpose

- Oversee all activities related to Equity, Inclusion and Diversity across NEWH, Inc.;
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

MAY 2023

GOAL STATUS

We have a few goals that we set in our January Strategic Planning Committee

1. Continue to get more chapters to have an EID Director, We have 16 chapters/Regional Groups out of the 29 chapters/Regional Groups that have EID Directors
2. Continue to do EID Dialogues at HDEXpo and BDNY
3. Working on an idea to create a new award.

GOAL OBSTACLE

It has not really become an obstacle.

1. We are working on our "Elevator Speech" to get more chapters involved with EID.
2. Continue to come up and get ideas for our panels
3. We are revisiting some of our ideas that we had to present

for the next step

ACTION PLAN

We would like to get some ideas from the breakout sessions about titles that members would like for us to have during the panels that we host at HDEXpo and BDNY.

We would like to talk more about the idea of the award to get feedback so we can bring to the subcommittee so we can continue to develop it

Ask the members that join the the breakout to confirm if they have EID Directors

COMMITTEE TASKS

Normally, those that attend the breakout is not on the EID Committee. But we always like to get the feedback from the members to take back to our EID committee

JANUARY 2023

GOAL 1 STATEMENT

To continue to encourage chapters/regional groups to elect/appoint and EID Director. To continue to educate EID Directors and Executive Board Members on EID.

GOAL 1 MEASURE

We will measure this when chapters/regional groups have an EID Director on their board. Also we will measure the chapters regarding the education as it becomes very naturally for them with EID and it is woven into chapter boards, events and scholarships

GOAL 1 TIMING

January 2023 to December 2023

GOAL 1 MAJOR MILESTONES

The milestone will be to have all chapters with an EID Director by the end of the year. We will reach out to chapters that do not have an EID

Director and talk to them about EID and see if they are interested in having an EID Director. For some reason if they are not able to get an EID Director, to inform them of the website and the documents that the EID Committee has created and partnered with other disciplines, such as Membership Guidelines, Chapter events, etc.

GOAL 2 STATEMENT

Continue to have successful in-person EID Dialogues at tradeshow and to encourage chapters to have an EID dialogue event in their region

GOAL 2 MEASURE

When our EID Dialogues become just part of the shows like Green Voice and other disciplines

GOAL 2 TIMING

HD EXPO 2023 and BDNY 2023 and also regional tradeshow. We will measure these with Chapters by the EID Directors reporting out at our monthly meetings

DIRECTOR/EQUITY, INCLUSION, and DIVERSITY

VALERIE COLEMAN/Director

Job Purpose

- Direct NEWH, Inc. Equity, Inclusion and Diversity initiatives and assist NEWH, Inc. Chapters/Regional Groups as needed.

MAY 2023

GOAL STATUS

The EID committee is off to a good start this year. We had our Strategic Planning session on January 28, 2023 where 3 top areas of interest were identified by the committee as the areas where we could set our goals for this year:

1. EID Committee Processes & Organization & Collaboration/ Sharing of EID Info/Programs
2. EID Panels / Big Draw Speakers at events
3. Rising Star Award

Sub-committees have been formed around two of these topics and are beginning their conversations.

We've shared EID Resources and information on the NEWH site, with our committee to share with their chapter boards of directors – <https://newh.org/equity-inclusion-diversity/> & <https://www.diversityresources.com/diversity-calendar-2023/>.

We've will have completed three (3) monthly committee meetings by the time the IBOD meeting and HD Expo show take place. We will explore the frequency of the committee meetings moving forward.

We are preparing for the "EID Dialogue" Panel at the NEWH booth at the HD Expo Vegas show on May 3rd, 2023, where the topic will be "We've confirmed our panelists for the EID Dialogues session at the NEWH booth at HD Expo Vegas show. The topic is "Industry Leaders and their EID Initiatives", Lanee and myself will moderate the panel, and we have secured the following panelists:

- Ms. Dionne Jefferson – Marriott International (major hotel brand company)
- Mr. Christian Schnyder – Beleco Design (hospitality interior design firm)
- Mr. Michael Reed – Ryan Companies (design-build firm)

We're working through the questions and content, and setting up a mtg with the panelists to introduce them to each other, welcome them, and confirm logistics and discussion content so they feel prepared in advance.

GOAL OBSTACLE

Still challenging getting eid content for the newh magazine submissions.

JANUARY 2023

GOAL 1 STATEMENT

No major updates since the Nov 2022 report to the IBOD. The EID Dialogue session at BDNV show was a success. Topic was "The Significance of Designing Beyond ADA Stereotypes." Had a booth full or attendees, 3 panelists (Jennifer Pandola (General Manager, Residence Inn Boston Cambridge, MA), Aaron Anderson, Contributor – The 26 Co (hotel development), Sandy Benitez, Principal Design Atelier (Interior Design firm)), and Lanee Burns and myself moderated the panel. Received feedback that people would like to see this segment continued at future conference/trade show events. Held final EID committee meeting for year-end 2022 on 12/15/22 – recapped year events, thanked members for serving, shared names of the incoming EID Directors for 2023.

GOAL 1 MEASURE

No Comment. Will evaluate for strategic planning mtg for EID committee on 1/28/2023

GOAL 1 TIMING

No Comment. Will evaluate all goals for strategic planning mtg for the EID committee on 1/28/2023

GOAL 1 MAJOR MILESTONES

see Nov. 2022 EID Committee Directors Report for details.

COMMENTS

Several EID directors from 2022 will remain; several new EID directors joining us in 2023. Looking forward to welcoming all and planning for our strategic planning session on 1/28/2023.

VP/DEVELOPMENT

MONICA MEADE

Job Purpose

- Develop and facilitate the professional and personal growth of the NEWH, Inc. membership through Leadership Conference and membership initiatives.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

MAY 2023

GOAL STATUS

We have secured the hotel and location of the LC for 2024

ACTION PLAN

We are working on developing the list of key note speakers,

sessions ideas, possible speakers

COMMITTEE TASKS

Our committee is set and moving forward

JANUARY 2023

GOAL 1 STATEMENT

Collaborate with NEWH Inc office and trade show vendor to confirm location and hotel for 2024 LC conference.

GOAL 1 MEASURE

This will be confirmed once we have a secured the venue and date.

GOAL 1 TIMING

goal started – have confirmation by end of Jan 2023

GOAL 1 MAJOR MILESTONES

GOAL 2 STATEMENT

Create the session and panel content for the 2024 LC conference.

GOAL 2 MEASURE

This goal will be completed once we have identified panels and

speakers for the LC.

GOAL 2 TIMING

goal has started and confirmed panel agenda and speakers confirmed by end of Sept 2023

GOAL 2 MAJOR MILESTONES

Agenda – create the subject matter for the panels and sessions for the LC.

- reach out to the EC VP's to get input on panel ideas and speaker recommendations for their specific areas.
- create the list of panel ideas, narrow down and create the titles and descriptions
- create list of potential speakers for conference and related panels

DIRECTOR/MEMBERSHIP

NATASHA ASHAR

Job Purpose

- Assist Chapter/Regional Group Directors/Membership maintain memberships, increase visibility to potential members, and promote NEWH, Inc.

MAY 2023

GOAL 1 STATUS

WHERE ARE YOU WITH YOUR GOALS SET IN JANUARY?

We got off to a late start with transitioning into the membership role. The aim is to have a membership committee in place no later than mid-year.

HAS ANYTHING BECOME AN OBSTACLE?

An obstacle noticed is that we do not yet have the new membership marketing collateral. This will be helpful to see and distribute to members as a jumping off point for any future updates/modifications and if we are progressing in the direction of our target audience memberships.

WITH THE IDEA THAT THOSE ATTENDED YOUR BREAKOUT ARE INTERESTED

IN VOLUNTEERING... HAVE YOU REACHED OUT TO THEM AND ASSIGNED A TASK?

I did not attend the first meeting for this year due to a scheduling conflict. If there was a breakout, I'd love to see the list of attendees and reach out to them / delegate tasks.

GOAL 2 STATUS

Same Notes as above apply to both goals.

GENERAL COMMENTS

In addition to the membership goals listed above, I'd like to further research a coaching program.

I am excited for the upcoming year and to connect with more members.

JANUARY 2023

GOAL 1 STATEMENT

Retention of membership.

GOAL 1 MEASURE

Establish a membership committee to meet quarterly (or once a month) to the membership directors for increased engagement. Call membership directors individually as needed to keep in connection and understand their complaints. This will help in better understanding improvements that need to be made for the year.

GOAL 1 TIMING

Create a membership committee by mid-year. Have calls on quarterly or monthly cadence based on feedback from committee and membership poll/research.

GOAL 1 MAJOR MILESTONES

Current Report of overall membership base for data point to compare for future (increased membership).

Follow up with membership directors and help strategize retention

and/or past due memberships.

Take attendance in meetings for data point for effectiveness.

GOAL 2 STATEMENT

Identify and research generational disconnect for membership. Understand disconnect for membership.

GOAL 2 MEASURE

Research demographics for a target audience and create a strategy that can connect across generations.

GOAL 2 TIMING

In conjunction with Goal 1 – tie this in with the quarterly or monthly meetings to be established by mid-year.

GOAL 2 MAJOR MILESTONES

Create a focus group to identify and understand what the leading indicators may be to bring fresh and new perspectives into the hospitality industry for membership growth and retention.

MEMBERSHIP REPORT BY CHAPTER

chapter	November 1, 2022	11/1/2022 w/ Students	2023 to date	2023 to date w/ Students	% of Change since November 2022 meeting w/o students	2023 non renewals		2023 new members/ past returning		voting members	non voting	students
							Students are not reflected					
Arizona	135	169	139	176	3%	12	8.6%	17	12.6%	117	22	37
Atlanta	334	492	316	455	-5%	36	10.8%	31	9.3%	245	71	139
Chicago	252	328	276	337	10%	21	8.3%	40	15.9%	224	52	61
Dallas	333	447	375	464	13%	2	0.6%	12	3.6%	277	98	89
Las Vegas	188	250	198	257	5%	17	9.0%	19	10.1%	160	38	59
Los Angeles Founding	208	257	225	259	8%	35	16.8%	34	16.3%	191	34	34
Milano	89	89	87	102	-2%	14	15.7%	19	21.3%	78	9	15
New York	346	435	332	404	-4%	29	8.4%	29	8.4%	264	68	72
North Central	172	296	138	296	-20%	13	7.6%	9	5.2%	95	43	158
Northwest	161	214	144	178	-11%	34	21.1%	16	9.9%	110	34	34
Paris	17	20	23	26	0%	1	0.0%	7	0.0%	23	0	3
Rocky Mountain	161	210	154	210	-4%	15	9.3%	15	9.3%	125	29	56
San Francisco Bay	188	241	179	237	-5%	26	13.8%	24	12.8%	136	43	58
South Florida	204	268	199	250	-2%	36	17.6%	20	9.8%	162	37	51
Sunshine	198	277	209	285	6%	19	9.6%	25	12.6%	167	42	76
Toronto	129	273	148	289	15%	13	10.1%	19	14.7%	101	47	141

United Kingdom	132	148	151	161	14%	11	8.3%	24	18.2%	131	20	10
Washington DC Metro	285	351	282	329	-1%	6	2.1%	17	6.0%	219	63	47
Atlantic City/Philadelphia	103	154	96	151	-7%	6	5.8%	10	9.7%	80	16	55
Cincinnati Region	66	80	58	70	-12%	3	4.5%	11	16.7%	51	7	12
Houston Region	101	184	105	180	4%	7	6.9%	3	3.0%	73	32	75
Mid-South Region	126	215	110	178	-13%	14	11.1%	6	4.8%	82	28	68
New England Region	116	134	106	124	-9%	8	6.9%	9	7.8%	89	17	18
North Carolina Region	68	110	70	112	3%	3	4.4%	8	11.8%	56	14	42
Orange County Region	85	120	94	121	11%	10	11.8%	15	17.6%	74	20	27
Pittsburgh Region	43	56	47	54	9%	2	4.7%	2	4.7%	33	14	7
Regional Members	51	56	47	51	-8%	6	11.8%	3	5.9%	35	12	4
South Carolina Region	31	37	36	43	16%	2	6.5%	3	9.7%	29	7	7
Vancouver Region	76	151	97	161	28%	1	1.3%	5	6.6%	71	26	64
edited 19-April-2023	4398	6062	4403	5951	0%	436	9.9%	475	10.8%	3491	912	1548

Regional Areas	2023	2022	2021	Regional Areas	2023	2022	2021
Alabama	1			Israel	0	1	
Arkansas	2	2	2	Kansas	0	0	1
Asia/Pacific	12	13	9	Michigan	2	2	2
Atlantic Canada	1	1		Missouri/St. Louis	10	14	16
Germany	1	1		Oklahoma	3	4	5
Hawai'i	7	5		San Diego	0	1	
Idaho	1	1		Serbia	2		
India	0	1	1	Spain	0	0	2
Indiana	9	11	8	Virginia	2	2	

DIRECTOR/NEWH CONFERENCES

SHANA MCCULLOUGH-DOWNING

Job Purpose

- Plan and execute the biennial NEWH, Inc. Leadership Conference.

JANUARY 2023

GOAL 1 STATEMENT

Finalize Sponsorship Levels and Create detailed descriptions.

GOAL 1 MEASURE

We will have a completed Sponsorship "menu" with each tier/description that can be sent out to everyone to secure their sponsorship preferences.

GOAL 1 TIMING

We have started this but we need to get this one completed in the next 2-3 weeks. This will be completed prior to our IBOD meeting in Las Vegas. Need to be able to "pitch" sponsorships at HD Expo if they haven't already sold out by then.

GOAL 1 MAJOR MILESTONES

1. Completing the Sponsorship "menu"
2. Send it to Corporate Partners
3. Sell out all levels of sponsorships

GOAL 2 STATEMENT

Continue to Compile and Create the panels as well as they keynote

speakers with the EC teams guidance and the LC Committee.

GOAL 2 MEASURE

We will successfully have created Topics per EC Directive and have the speakers identified. We will have fully achieved the goal when we have all of the speakers with accepted responses.

GOAL 2 TIMING

We have been working on these for the past many weeks to make sure we are creating innovative and exciting panels that the top levels of our industry would be excited to listen to and participate in. We hope to have these completed by end of May with everything confirmed.

GOAL 2 MAJOR MILESTONES

1. Complete all of the panels we needed per breakout session
2. Have speakers identified for each session.
3. Lock in all of the keynote speakers and where they fall in the agenda.
4. Decide where each of the panels/sessions fall on the agenda timeline.

JANUARY 2023

GOAL 1 STATEMENT

Develop a Team with key core individuals

GOAL 1 MEASURE

We will have a few key members that have committed to joining the team.

GOAL 1 TIMING

I will start the goal in mid-January after my first conference call, so I understand the role and what needs to be accomplished.

GOAL 1 MAJOR MILESTONES

Develop a team and assign tasks within each committee member.

GOAL 2 STATEMENT

Create a task/to do list

GOAL 2 MEASURE

I will have a set of goals to achieve within a specific timeline.

GOAL 2 TIMING

Mid-January and this will be a rolling goal with ending each task within it's time frame. Re-evaluating monthly.

GOAL 2 MAJOR MILESTONES

COMMENTS

adventure ahead!

I am very excited to join the Inc Board and looking forward to the

VP/COMMUNICATIONS

HELEN REED

Job Purpose

- Oversee all activities related to communications designed to support the mission of NEWH, Inc.
- Promote NEWH, Inc. initiatives through marketing and communications.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization’s mission and needs.

MAY 2023

GOAL 1 STATEMENT

Increase our followers and fundraising based on NEWH messaging no only in the Hospitality Industry but also in other industries

GOAL 1 MEASURE

Monitoring all communications channels

GOAL 1 TIMING

Ongoing

GOAL 1 MAJOR MILESTONES

When we are getting feedback for post on all of our platforms

GOAL 2 STATEMENT

Increase following to 10,000

GOAL 2 MEASURE

When we hit 10,000

GOAL 2 TIMING

Ongoing

JANUARY 2023

GOAL 1 STATEMENT

To communication through various platforms the mission of NEWH, Inc. along with our programs, scholarships, fundraising goals, education, international events and the diversity of our organization.

GOAL 1 MEASURE

Ongoing

GOAL 1 TIMING

Ongoing

GOAL 1 MAJOR MILESTONES

Increase our followers and fundraising based on our continual message

not only within the hospitality industry but outside the industry

GOAL 2 STATEMENT

Increase our following to 10,000 by continuing to provide valuable content for our followers, members and people around the globe

GOAL 2 MEASURE

We will have 10,000 followers

GOAL 2 TIMING

goal starts 1.1.23 and ends 1.1.24

GOAL 2 MAJOR MILESTONES

When we hit 8,000 we will know we are well on our way

DIRECTOR/SOCIAL MEDIA

TODD FULLER/Director

Job Purpose

- Provide communications through online media for NEWH, Inc. and support initiatives and Chapter/Regional Group events and programs with international and regional opportunities.

MAY 2023

GOAL STATUS

GOAL 1

Initiate monthly calls to chapter level VP of Development, Directors of Marketing, and Internet Communications Chair. Progress: We have scheduled the monthly Zoom calls for the year and have had three calls already! It is a great way to distribute information and be there for questions and suggestions.

GOAL 2

Increase following on Instagram and LinkedIn to 10,000. The next milestone is April 30th with a goal of 6,000 followers.

Progress: On Jan 31st we had 4,000 followers and we are up to 4,145. While we have increased, we need to do more to attract members and people in the industry to follow.

GOAL OBSTACLE

Time. It is very busy in our industry and it is hard to make time to do all the things we want to do.

COMMITTEE TASKS

We have definitely reached out to those who attended our breakout and actually completed templates for the chapters to use on social media (formatted for specifically for instagram).

JANUARY 2023

GOAL 1 STATEMENT

Initiate monthly calls open to chapter level VP of Development, Directors of Marketing, and Internet Communications Chair. Following the lead of the EID Committee, I would like to implement this for Social Media as well. We need to collaborate on content and current trends.

GOAL 1 MEASURE

When all the Social Media Zoom calls are set up.

GOAL 1 TIMING

This goal will begin in Jan 2023 and will continue indefinitely.

GOAL 1 MAJOR MILESTONES

- Jan 2023, establish dates each month for the calls to occur
- Jan 2023, set up the Zoom meetings
- Jan 2023, invite all VP of Dev, Dir of Marketing, and Social Media Chairs

GOAL 2 STATEMENT

Increase Instagram and LinkedIn following to 10,000 followers. We have had good gains over the last year, but with a distribution list of over 20,000, we have a lot of potential.

GOAL 2 MEASURE

When we have 10,000 followers on Instagram and LinkedIn

GOAL 2 TIMING

We started this goal last year (maybe earlier). Ideally, it would end this year.

GOAL 2 MAJOR MILESTONES

- Jan 31, 2023, Instagram following at 4,000

- April 30th, 2023, Instagram at 6,000 followers
- Aug 30th, 2023, Instagram and LinkedIn at 8,000 followers
- Dec 31st, 2023, Instagram and LinkedIn at 10,000 followers
- Everyone in this meeting should follow NEWH, Inc. on LinkedIn and Instagram. Please follow and remind your chapter members to follow as well.

VP/INTERNATIONAL RELATIONS – CANADA

TARA WITT

Job Purpose

- Develop and facilitate the NEWH, Inc. mission of scholarship, education, and networking throughout Canada, increasing the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization’s mission and needs.

GOAL 1

Plan and execute an interactive event at the Leadership Conference in 2024 focusing on the role and future of Millennial and Gen-Z members of the hospitality industry.

Goal Start: April 2023

Goal End: February 2023

MILESTONE 1

Participate in the Membership/EID breakout session at HD 2023 and assess the opportunities for generational focused content, as well as look for appropriate committee members that would bring value to the initiative. Summarize the findings by May 14th, 2023.

MILESTONE 2

Define the parameters of the interactive event to encourage the most participation and publishable results. Also identify any/all external requirements needed to put on the event by August 1st, 2023.

MILESTONE 3

Invite a curated audience to participate and/or observe the event, and deploy a marketing initiative around it. Have the marketing plan complete and rolling out by September 1st, 2023.

MILESTONE 4

Host the event, ensuring that a large amount of content is recorded or transcribed for further use (see Goal 2). This is when I know I have completed my goal.

GOAL 2

Develop and publish a framework for the generational sustainability of NEWH and its chapters.

Goal start: February 2024

Goal End: December 2024

MILESTONE 1

Review and summarize all the content from the event at the leadership conference, and connect the results and findings to various structural aspects of NEWH Inc. To be completed by May 1st, 2024.

MILESTONE 2

Conduct a series of research and surveys throughout different levels of the organization to support any theories or changes brought about by the Leadership Conference event findings and turn this into a comprehensive and supported white paper that would outline a sustainable framework. Research to be conducted with all levels and market verticals within the hospitality industry. To be completed by August 1st, 2024.

MILESTONE 3

Investigate the costs and value of having the whitepaper published in NEWH’s name or publish for free. To be completed by the end of 2024. Bring forward any suggested changes at an executive level to ensure NEWH is suited to evolve in a sustainable matter with the changes and trends brought on by new generations now and in the future. This is when I know I have completed my goal.

No report submitted for January Board Meeting



VP/INTERNATIONAL RELATIONS – UNITED KINGDOM/EUROPEAN UNION

JONATHAN YOUNG

Job Purpose

- Develop and facilitate a programme that expands the NEWH, Inc. mission of education through charitable endeavors worldwide. The programme should increase the visibility/credibility of NEWH, Inc.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization’s mission and needs.

MAY 2023

A busy start to the New Year and after the first quarter activity levels remain buoyant in the hospitality sector across Europe despite the war in the Ukraine and the increase in costs, particularly energy. Part of this continues to be pent up demand following the pandemic and now the hotel development and refurbishment in France is being driven by the Paris Olympics which will happen next summer.

As such it is a great opportunity for the NEWH Chapters across

Europe to launch BrandED Europe. Emma King from IHG, and Ngahaia Damerell from Accor Hotels are now Brand Ambassadors for NEWH and the objective is to hold three events at hotels from Accor (hopefully the Raffles Hotel in London which is due to open in May 2023 for the Kings Coronation), IHG (hopefully the Intercontinental Hotel, Rome which opens in Summer 2023), and a third, which is likely to be a new Hilton Hotel in Paris later this year. We will be inviting interior designers, architects, and hotel owners and investors to these

events which should gain NEWH greater exposure across Europe. We have 4 Founding Partners/Sponsors confirmed to support these events representing fabric, stone, beds, and outdoor furniture and would welcome other non-competing suppliers.

Membership in the UK is increasing slightly as a number of new faces have joined the Board. It is great to see such enthusiasm from people excited to becoming more involved with NEWH. It also continues the succession plans for the UK Board as Kathryn Quinn from Goddard Littlefair is now President, with Kevin Swart from Northern Lights in place as Vice President. Annette Culhane has also moved seamlessly into the role of Scholarship Director that Libby Bull took to a new level for the UK.

The UK chapter has planned their calendar for the year which will include their 4 signature events; Top ID, Fundraiser & Roundtable, Postcard Auction, and the ED event (separate from the BrandED event but focused on education). This is supplemented by hotel tours, socials, the annual golf tournament, and creative events.

JANUARY 2023

With the backdrop of the continued war in Europe and huge increases in energy prices it is reassuring to see that the market activities continue to be busy, particularly across the commercial and hospitality sectors. Some of this can be contributed to pent up demand post pandemic, and it is good to see many new hotel developments planned across Europe, particularly in the 5 star luxury sector. However, there is a level of uncertainty and so it will be interesting to see how the year develops.

For NEWH the positive news is that the Paris Chapter will be hosting a breakfast at Maison + Objet this month, the exhibition back at its regular time of year for the first time since 2020. In addition, they will be hosting a cocktail evening in conjunction with Timorous Beasties to coincide with both Maison + Objet and Deco Off, and then NEWH have been invited to a design event at the British Embassy in Paris. This all follows on from the first live "La Pause" talk that took place at Equip Hotel in Paris in November. The positive news is that these functions will help raise the profile of NEWH in France.

Other industry exhibitions like Heimtex in Frankfurt, Germany, and Domotex in Hannover, Germany will be taking place again in January for the first time in 3 years and Salone de Mobile in Milan will return in April so plenty of opportunity for the industry to start networking once again!

Membership in the UK continues to hold relatively steady with new members replacing those whose subscriptions have lapsed, and Milan is still in a strong position after fantastic growth from its inception. The Paris chapter seems to have a more robust Board and it is hoped with

It is also encouraging to see that the Paris chapter is building on a more robust Board and has had a number of events already this year including a breakfast at Maison + Objet, an evening function at Deco Off with Timorous Beasties and hotel tours. We have also been talking with the British Embassy in Paris about supporting design events at the Embassy later in the year following their inaugural event in January.

The Milan chapter has already hosted their very successful Top ID Event this year, and next month will be at the Salone de Mobile exhibition in Milan.

NEWH continues to be supported by our collaborations with industry organisations in Europe. This includes our association with HOST Milano, and Salone de Mobile in Milan, Equip Hotel, and Maison + Objet in Paris, and HIX, and Cruise Ship Interiors Expo in London. In addition, NEWH continues to be promoted in both SPACE and Hospitality Interiors magazines.

the planned events early in 2023 it will set the platform for further growth.

After a very successful year for NEWH in the UK in 2022, which included celebrating the 20th anniversary, Kathryn Quinn will be taking over from Libby Bull as President. Coupled with that there are a number of new Board members joining the team, which will ensure that a fresh outlook develops as we try and create a sustainable succession plan. There are numerous events planned for 2022 starting with a hotel tour at The Other House and continuing the Postcard Auction which debuted last year and will become one of the four signature events for the year. These events are tagged as those with the opportunity to raise the most scholarship money.

As part of the goal of raising the profile of NEWH in Europe we will be launching the BrandED programme across the continent. Emma King from IHG, and Ngahuia Damerell from Accor Hotels are now Brand Ambassadors for NEWH and the objective is to hold three events at hotels from IHG (hopefully the Intercontinental Hotel, Rome which opens in Spring 2023), Accor (hopefully the Raffles Hotel in London which is due to open in Summer 2023), and a third, yet to be determined.

NEWH continues to be supported by our collaborations with industry organisations in Europe. This includes our association with HOST Milano, and Salone de Mobile in Milan, Equip Hotel, and Maison + Objet in Paris, and HIX, and Cruise Ship Interiors Expo in London. In addition, NEWH continues to be promoted in both SPACE and Hospitality Interiors magazines.

PAST PRESIDENT

CYNTHIA GUTHRIE

Job Purpose

- Know parliamentary procedures and ensure meetings are conducted under these rules.
- Chair the Nominations committee to elect members of NEWH, Inc. Executive Committee and the NEWH, Inc. IBoD.
- Provide counsel to the NEWH, Inc. IBoD/Executive Committee.
- Advise NEWH, Inc. IBoD/Executive Committee on experiences related to past programs and initiatives to validate alignment with mission and feasibility of program success.
- Support NEWH, Inc. programs and initiatives with participation in events at the Chapters/Regional Groups when needed.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

MAY 2023

GOAL STATUS

My goal of training incoming Director of Conference is going well. I have been monitoring progress and involvement and confident all

aspects of the Leadership Conference items are being addressed. Run of show will be another milestone for Director of Conference to learn and execute along with day of duties.

GOAL OBSTACLE

No obstacles.

GENERAL COMMENTS

Thank you to Monica Meade and Shana McCollough has been extremely busy planning the 2024 Leadership Conference. Also thank you to each of the VP's who have shared ideas for their breakout sessions.

JANUARY 2023

GOAL 1 STATEMENT

I will await goals of President to be assigned.

GOAL 1 MEASURE

TBD

GOAL 1 TIMING

TBD

GOAL 1 MAJOR MILESTONES

TBD

GOAL 2 STATEMENT

Training incoming Director of Conferences

GOAL 2 MEASURE

Monitoring progress & involvement along with day of conference performance

GOAL 2 TIMING

Jan 2023 – Mar/April 2024

GOAL 2 MAJOR MILESTONES

- Manual completion
- Run of Show completion

EXECUTIVE ADVISOR

TRISHA POOLE

Job Purpose

- Provide counsel to the NEWH, Inc. IBoD/Executive Committee.
- Advise NEWH, Inc. IBoD/Executive Committee on experiences related to past programs and initiatives to validate alignment with mission and feasibility of program success.
- Support NEWH, Inc. programs and initiatives with participation in events at the Chapters/Regional Groups when needed.
- Advise, oversee policy and direction, and assist with the leadership and general promotion of NEWH, Inc. to support the organization's mission and needs.

GOAL STATUS

BrandED is on track for their goals. See Teri Urovsky's report.

TopID had a goal to introduce an international award that would be selected from all the chapters. The criteria for judging the design firms will expand into design criteria to help balance the philanthropic and design efforts. NEWH is looking forward to enhancing the TopID program to promote the organization's global interior design membership. The launch of this award has been pushed out (see additional notes regarding obstacles).

GOAL OBSTACLE

Timing is an obstacle for the planning of the TopID international award due to the addition of a judges panel and new judging criteria that will need to be developed for the call of all nominations. The target for launch of this award has been pushed out to 2025 or 2026 depending on where it will be awarded.

The TopID program has launched new criteria this year. The following are a list of the changes:

- One project submitted with up to 6 images (must be 300 DPI)
- No repeated projects from previous submissions
- Multi-family and Senior Living projects are not eligible for the TopID award.

NOTE: For purposes of the TopID award, NEWH defines Hospitality as a property in which its facilities can be enjoyed by the general

public. Properties such as multi-family, senior living, or a medical-related facility where the facility is strictly limited for members/patients only, would not fit NEWH's definition of Hospitality for this award.

The committee is still working on the development of the international award for the TopID program that would be awarded to one firm overall the total chapter submissions. Some of the things that have been determined and can be shared related to the progress are:

- A group of professional judges (Owners, Developers and Brands) will be assembled to judge all the chapter submissions to not only determine the top TopID award, but also the three TopID winners for each chapter.
- The criteria for these judges is being developed that will judge the quality of the design for each submission.
- The criteria for NEWH membership and participation will still be required and will be completed by the chapters.
- The name of the top TopID award is still not determined but there will be a specific name and award developed for this international award.

The primary goal of this award is to showcase the firm that is genuinely committed to giving back to the industry, highly engaged and supportive of NEWH while delivering exceptional design to their hospitality clientele.

The committee looks forward to sharing more details at the BDNY International Board of Directors Meeting later this year.

NEWH STAFF

Jena Seibel/Susan Huntington/Diane Federwitz/Julie Hartmann/Kathy Coughlin/Kate Nesbitt/Hillary Eggebrecht/Erika Swansen/Denise Huntington

2023 BOARDS

Delegate Reports – do you see a delegate report from your chapter in this packet? If not, be sure your delegates are completing the online reporting form and submitting the report by the deadline!

Board Changes – Have you recently added a new board member? Has someone left your board? Please alert the NEWH office with any board changes so we can update the database and be sure new individuals are pulled for important board information and display on the website in your board roster. If any new people are appointed to positions throughout the year need training, please contact the NEWH office. We have been updating the mandatory discipline training to readable documents that can be updated throughout the year. These documents are a great resource and provide job descriptions, as well as a task/timeline. Currently, the President, Past President, Treasurer and Secretary trainings are completed. Watch for other positions to be added throughout the year. The mandatory discipline trainings can be found in the Board Resources section of the website.

Succession planning – Even though actual nominations do not start until August now is the time to be on the lookout for upcoming board members! Look for those members who actively participate in your chapter – who attend events, serve on a committee, etc. Put a bug in their ear early letting them know you think they'd be a perfect addition to your board. Give them time to think about it, invite them to your board meetings or committee meetings to start getting them involved. As board members, show enthusiasm by serving on the board! Also, while it is only May, also start thinking about how you will execute handing-off responsibilities from your outgoing board to your incoming board. Set a date to train new board members and set them up for success!

Board Training/ Strategic Planning – Please see Chapter/Regional Board Training schedule. Reach out to erika.swansen@newh.org to schedule your training if you are due for Board Training and/or Strategic Planning for 2023/2024. We are offering both in-person and virtual trainings and have availability this summer and fall. We prefer to meet with the board/region in person, but recognize that in some instances, virtual training is necessary.

MEMBERSHIP

Dues Renewals – Be sure to look over your chapter dues report (which is emailed to all board members). Divvy up names on the report and directly contact those members who have recently lapsed or those whose dues are coming up. Remind them to renew online and invite them to your upcoming events. People are much more likely to renew after personal contact than from a reminder email from NEWH, Inc. Be sure to reach out to your Student members who are graduating in 2023 – they will receive a courtesy associate membership upon graduation. Now's the time to contact these Student members to be sure we have their correct contact information once they graduate!

Member Approvals – New members are anxious to know that they are approved and look forward to being involved so please continue to approve them within 30 days and let Kathy know of the approval, and please welcome them within a few days of approval. This is also a great time to ask them to volunteer in your chapter and to be part of a committee! To ensure timely approvals, anything over 30 days will be reviewed and approved by Shelia in the NEWH office.

Welcome new members on Facebook or include a new member spotlight on your chapter web page (just send information you'd like

on your website to Diane at the NEWH, Inc. office). Introduce new members at your next virtual event. Make new members feel welcome!

Stay connected with all your members – whether it's a personal email or phone call - make them feel wanted and important. If they feel connected, they'll be loyal to NEWH!

EVENTS

Event Calendar – if any of your 2023 event dates change, please be sure to contact Diane at the NEWH Office to update your website calendar. These website calendar dates are also the dates pulled to include in the NEWH magazine so please be sure your online calendar is correct.

Show Member Value for your Events - Show member value and allowing members to participate for free and charging a nonmember a fee will show value to your members, and hopefully will encourage nonmembers to join. However, if you have an event with a maximum capacity, you may want to charge a nominal fee for members if there is some commitment to their event registration. Be sure you are offering quality programs to maintain members and attract nonmembers – as people become busy again, they will choose events that are most worth their time.

Email Broadcasts - Please be sure to allow two (2) to three (3) days MINIMUM to process your email blast requests. Event broadcasts are done on a first come first serve basis, so if a chapter requests their broadcast in a timely manner, it will be done before any last-minute requests. Watch for vacation notices coming up that may affect broadcast schedules.

Do you know someone who is not receiving emails? Let Diane know – she can track the individual email address to be sure it has not bounced or been unsubscribed. Typically, any issues of not receiving emails can be easily resolved.

2023 Regional Tradeshows

- Los Angeles, CA- February 23, 2023
- Chicago, IL- April 12, 2023
- Bethesda, MD- September 7, 2023
- Minneapolis, MN- October 5, 2023
- Dallas, TX- October 19, 2023

2024 Regional Tradeshows are being worked on and will be announced once confirmed on the NEWH website. Currently working on Denver, Atlanta, Orlando, Seattle, and Boston. If your chapter is interested in hosting and has not been contacted, please reach out to jena.seibel@newh.org

NEWH Leadership Conference 2024

The 2024 Leadership Conference will be held February 15-17 in Nashville. More information will be sent soon regarding registration, sponsorship and guidance on chapter sponsored attendees including scholarship recipients/students.

SCHOLARSHIP

Scholarship recipients becoming members: When sending in recipients of your chapter scholarships, we now require a headshot for our database before we will send check. Now all submitted scholarship applications will be accepted as a student member application. Any scholarship applications that are sent from the student directly to the Chapter should be forwarded to Erika (newh.scholarship@newh.org) to be processed as a membership application as well.

Engage educators and students and build connections: Chapters

can have more than one (1) Student/Educational Professional Representative. Recruit from colleges in your territory to serve on your board to promote NEWH scholarship and membership as well as keep you updated of what's happening within their programs. Now would be a great time to start engaging with high school students/educators to show them all the hospitality industry has to offer and the scholarship opportunities of NEWH. Invite students/educators to assist in planning a virtual student event/discussion. This would be a great opportunity for Scholarship Directors and Student Relations Directors to work together to build those relationships and get more students and educational professionals involved with your chapter. Erika in the NEWH Office has sent the school lists for your Chapter to update prior to opening your 2023 scholarships.

Scholarship Videos: There are four (4) available videos for chapter use (extended version/trailer); user guidelines must be followed. Ensure your audience understands what's behind our name, how funds are raised, how we're supported and what members can access through NEWH. Remember to use these as a great intro for your virtual events. If you need access to the video contact Erika Swansen.

Keep growing the story! Video your scholarship winners, at the chapter awards event (via virtual or in-person), through an on-site interview, or video the students' parents/guests/educators at your event/virtually. Please send these videos to Hillary Eggebrecht, as these contributions will help us build our next scholarship video and enable us to promote through social media.

WEBSITE/SOCIAL MEDIA

Stay connected - Chapters/Regions digital platforms (such as Instagram and Facebook) continue to play a major role while social distancing remains – members/nonmembers may no longer be able to connect from email addresses we have for them (either due to unemployment or furlough) so please continue/ramp up your social media posts to stay connected!

Event Photos/Flickr: Check out your Event Recaps section on your website page. Is it up to date? Remember – this is where potential members may visit to check out what type of events your chapter is having. Send a brief recap of your events to Diane to add to your website page. Please upload it to Flickr and let Diane know so she can link to your website Event Recap section. Flickr instructions are on the website or contact Diane. Members LOVE to see pictures!

Event Music / ASCAP: To avoid a fine towards your chapter, NEWH, Inc is requesting each chapter to send in an estimate of your events and details (venue, date, anticipated attendance) to be sure your chapter events are covered by the NEWH license. This includes all events where music is playing in any capacity (i.e., piped in from venue, hired DJ/band). After your events, we require reconciled numbers. If your chapter is not included, you are liable for a \$10,000 fine from ASCAP.

Reach out to Hillary Eggebrecht with any questions to avoid any major fines to your chapter account.

Now's the time to review your chapter pages on the website.

Your chapter-landing page is the first place someone visits to find out about your chapter so sell your chapter here! If you'd like different banner photos, send them in! Why should someone join your chapter? How are you connecting to your members? What do you have to offer? Want to share how successful an event was or market an upcoming event? Make it exciting! Visit your pages often to make sure they are up to date – the more current your pages are, the more visitors you will have on your site. Forward any chapter page updates/requests to Diane Federwitz.

Facebook: Each chapter has their own Facebook page. Please be proactive and keep your FB current with chapter happenings. If you

need to add an editor to your page, any current editor can do that – on the Settings/Page Roles section of your chapter Facebook page. The password it asks for is your own personal Facebook password (there is no special password for your NEWH chapter pages).

Instagram: Please see the board resources/marketing section for updated Instagram guidelines. We encourage chapters to repost/share any NEWH, Inc events on their social media accounts to raise awareness and if you would like Inc to repost your content, please tag us @newhinc.

LinkedIn: Chapters can establish their own LinkedIn page. Once established, please add Hillary Eggebrecht as an admin/editor.

Twitter: NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters' Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted.

FINANCE

Banking

- Signature cards are ALL in - Thank you!
- PWB Bank statements (for the previous month) are delivered electronically 2-3 business days following the close of the month which are then emailed to the Chapter Boards.

Payment Options

- ACH: if your Payer is interested in saving the Chapter merchant fees, contact Susan susan.huntington@newh.org
- GoPayment: is a great App to accept payments (credit card/ACH) at any time.
- Payment Link: easy way to securely accept any amount from anyone at any time using credit cards. You can forward the link with a sponsorship commitment for faster payment. No credit card form needed.
- Zelle: With Zelle – your people can send and accept money straight from their banking app to NEWH's bank account. Best part - NO FEES (credit cards not accepted)

Text-to-Give App

- Is a great option to take mobile donations via text, direct payment link, or QR Code.
- Several Chapters have utilized this as an easy and convenient way allows donors to give towards your scholarship funds.
- For more information and to get a donation text code, contact susan.huntington@newh.org

QuickBooks Online

Easy and effective way to track your Chapter's finances up to date, print reports and verify account balances.

- Chapter Presidents and Treasurers have access to live financials for your Chapter.
- If you have any questions or concerns on how to utilize QB Online, please contact Susan Huntington.

Checks/Deposits

- Reimbursement requests must be submitted to the Chapter treasurer 60 days following the occurrence or the expense may be considered a donation.
- Please do not mail cash for deposit to NEWH, Inc. Two people should count the cash for accuracy, then send a personal check, cashier's check, or Zelle (contact Susan susan.huntington@newh.org for more info)
- Please update your Chapter sponsorship forms to reflect NEWH, Inc.'s mailing address for all checks to be mailed and deposited

Chapter Financial Reports / Profit and Loss

- Accounting is Cash Basis (Jan - Dec). Meaning revenue and expenses are dated when cash is deposited, and expenses are paid out.
- Financial reports are emailed to the Chapter Board after the monthly statement has been reconciled. Please review with your Chapter board.

Chapter Budgets

- 2023 budgets are all in – Thank YOU!
- A Chapter should not grant more than 50% of their scholarship account balance. A Chapter is NOT required to grant 50%. Reminder - you are fundraising this year to give scholarships the following year (INC reinstated the 20% fundraising transfer to INC for 2023)
- Should your budget need amending – the Chapter will need to vote on any changes and let the Inc. office know.

Chapter Credit Card

- NEWH, Inc. holds a Chapter credit card and should be utilized by Chapters to make deposits, pay invoices, etc. in lieu of using personal accounts. (Request should be made **5 days** prior to the date due.)
- There is no fee to the Chapter to utilize the credit card. Please

contact Susan susan.huntington@newh.org

Feel free to contact the NEWH office if you have any questions.

Questions can be directed to:

- President/VPs/Delegates – Shelia Lohmiller or Diane Federwitz
- Treasurer/Finance/Insurance – Susan Huntington or Julie Hartmann
- Secretary – Kathy Coughlin
- Membership – Diane Federwitz or Kathy Coughlin
- Scholarship/Education/EDOnline – Erika Swansen or Hillary Eggebrecht
- Board Training – Erika Swansen
- Compliance/Raffles/Auctions in your state: Susan Huntington and Denise Huntington
- Programming/Fundraising – Diane Federwitz; Event RSVPs – Denise Huntington and Julie Hartmann
- Regional Tradeshows/Corporate Partners/Leadership Conference – Jena Seibel or Kate Nesbitt
- Green Voice – Hillary Eggebrecht
- BrandED – Kate Nesbitt
- Marketing/Social Media – Hillary Eggebrecht
- Website/Newsletters – Diane Federwitz
- Ethics – Shelia Lohmiller
- Other questions – just call, we would be glad to help! 800-593-6394

CHAPTER REPORTS

ARIZONA

Adelita Rosenberg, delegate

chartered May 5, 1995

MEMBERSHIP

The first few months of 2023 have been very successful for our chapter. We have 19 new members, which puts the chapter at 165 members. We are also proud to have a robust board and numerous future engaging events planned for our chapter. We will be having a dedicated membership drive later this year, but look to create new members at every event. There have been many new student members this year and we are hoping to create long term NEWH members out of them with our increased social media presence, targeted outreach, and interesting events.

PROGRAMMING

The team has been excited and motivated to keep the Arizona market engaged. Focus has been to make sure events are planned well in advance and members informed on what is upcoming. Another key point has been to advertise and increase non member involvement that should lead to more members.

We are off to great year with schedules packed!!

- March- 2nd – Supper Club Program at Cala, 25th – Scholarship Walk Fundraiser
- April – 12th – Wine & Dine Fundraiser at Atmosphere Commercial Interiors
- May- 18th – Program Hotel Tour #1 Westin Tempe
- June- 28th – Program Hotel Tour #2 Clyde in Albq. NM
- August 17 – Program Restaurant Tour winner of 2022 Honors – Mexicano
- October – Green Voice Event/ Community Service Project
- November – MFH Tour winner of 2022 Honors Kierland Commons
- December – 6th NEWH Honors Awards Banquet Fundraiser

SCHOLARSHIP

SCHOLARSHIP: NEWH Continues to make huge progress in our scholarship funds and participation. This past year we had 18 students apply to the chapter scholarship. We awarded 3 students for the scholarship and continue to work hard to get this information out to students in AZ, NM. Our continued events have increased the scholarship fund to (\$43,211.41) Budget of (\$15,000). Our next event for April is Wine & Dine. We continue to grow each

year for our scholarship funds and expect to be able to give back to the students even more this year. NEWH Honors event at the end of 2023 will announce this years selected students and the total amount we raised to offer each of them.

FUNDRAISING

Building on the strengths of last year, we are reviewing our annual events like, Scholarship Walk, Supper Club, Wine & Dine Under the Stars and NEWH Honors. As a Board, we are actively working to implement strategies for increasing scholarship amounts given in 2023 and planning ahead for 2024. The foundation of our goals for 2023 are directly built upon the success by modifying or amplifying aspects of each event.

Increasing event attendance, both business and student memberships, sponsorships and changing key event locations have already made an impact. Notably, our Scholarship Walk was financially more successful and attendance for Wine and Dine has dramatically increased with the venue change! In preparation for more vendors and an inclusively designed hospitality location for mingling and TOP ID awards recognition, we are currently scouting fun locations. We look forward to continued success for the NEWH Arizona Chapter.

OTHER CHAPTER HIGHLIGHTS

The board is working well together and looking forward to the events. Everyone is excited about their roles... A great group.

CHAPTER/REGION GOAL

Double the student membership: Increase outreach to schools and clubs.

Fill our committee chair positions: Advertise at all events and on social media

REPORT BACK TO CHAPTER/REGION

Yes we have been relaying information. The team is interested in attending future meetings and always interested in what other chapters are doing for success

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Information and feedback on events that are going well for other chapters.

ATLANTA

Megan May & Penny Shelton, delegates

chartered October 16, 1990

MEMBERSHIP

Brittany Panachida our Membership Director is Co-leading with her Chair, and we will continue to do our Bowling membership drive in May. It was a very successful event last year. We had an influx of members this last month and we voted several new members in on our last board meeting call. Several were students.

PROGRAMMING

Jennifer Cahill, our Programming Director, will continue in this role for 2023. Hotel tours have been the most relevant and attended programs last year and has several in the works. We are having some difficulty getting into hotels this year as they have been booked and are starting to require more and more fees. She still has some tours and happy hours in the works for the future.

SCHOLARSHIP

Deaderia Morris-Brown who was EID last year has taken over scholarship. The committee has been formed and plans to award \$50,000 this year! We are excited to offer new events for the

students, we have a round table coming up in the future as well as trying to included more schools and grow our portfolio reviews and up our student outreach! We have started a great relationship with SCAD students, and they are becoming more and more involved with helping and volunteering at our events.

FUNDRAISING

We have exciting things happening for Fundraising. Kelly McCallister will be hosting our Golf Event Thursday April 20th of this year. Then we will quickly began working on our next two big events:

Good Connections in August – Working with IHG on this and the details are still in the works as we may have to change the format of this event this year. Details to come.

Gala December – Hoping to have another successful Gala and will begin planning right after Golf!

OTHER CHAPTER HIGHLIGHTS

We hosted a very Successful Student Portfolio review with SCAD this year with 20+ students, Our Golf Event is coming up, and we will be

hosting BrandEd this year in June.

CHAPTER/REGION GOAL

One of our goals as a chapter is to continue to facilitate our relationship with IHG to create a partnership that can foster creative and successful events that drive in more designers and vendors and improves our fundraising endeavors. This had been going well. Our EID director is Rosalie Caprial-Little from IHG. As well as being an active board member she also acts as a liaison for IHG which has greatly improved their involvement at our events. We will have several IHG members attending our Golf fundraiser this April.

REPORT BACK TO CHAPTER/REGION

Yes we do share the information or any news that we think would be beneficial for our board to hear from the IBOD meetings. We have not received much feedback as of yet but will continue to share the highlights of the meeting.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We don't have anything right now, but we understand that help from NEWH, Inc is just an email or phone call away and always appreciate the guidance

ATLANTIC CITY/ PHILADELPHIA REGION

Erica Harmelin, steering committee chair

September 9, 2008

MEMBERSHIP

Our membership has been consistent with a few new additions since our last report.

PROGRAMMING

We held our Top ID event in a restaurant designed by the winning firm and had a great turnout on an exceptionally bad weather day.

We are currently in our student focused events with student mentorship pairing just scheduled for April, a programming networking event at the end of April and will honor our Scholarship recipient at a larger event in May at an indoor mini golf location where we are asking sponsors to decorate/theme their "hole".

We will then go on to summer sips series for a few months.

It was decided to not go forward with another themed Fundraiser this year as no one volunteered to take the lead and the leaders from last year are honestly still recovering.

Much of our committee has been here over the 2 years, many have

put in a lot of time. We are concerned no one has stepped up to fill rolls for next year but hope that the themed fundraiser gala is done every 2 years. We do hope to have a holiday fundraiser party at the end of the year in a smaller size.

SCHOLARSHIP

We opened our scholarship early this year and have 5 applicants. We are going to extend the deadline to June.

FUNDRAISING

Our t-shirt design was not approved again and we are at a standstill with that effort but we have had some yearly sponsors donate.

CHAPTER/REGION GOAL

To locate people willing to take on positions for 2024/25. We would like to start advertising this sooner than August.

REPORT BACK TO CHAPTER/REGION

Yes

CHICAGO

Amelia Hoover & Athena Herzog, delegates

chartered August 12, 1991

MEMBERSHIP

New members for the first quarter of 2023 are just about on par with last year at this time. We have upcoming events in April that will give us an opportunity to join forces with the scholarship committee and sign on new students. At the Masquerade, we had the opportunity to meet with new members and to encourage new guests to join our chapter. We believe we'll see their names on the upcoming roster. To engage our new members, we have asked the new members to participate in postings on our social media. We hope to see that activity grow as we approach the upcoming Trade Show.

PROGRAMMING

The director of programming and a small committee have been working diligently to create a panel to open the NEWH Regional Tradeshow on April 12th. The title is: Navigating Hospitality Design with an Equitable and Inclusive Lens. We anticipate a minimum of 50 attendees. We will promote the event at local ID programs to also attempt to increase student participation.

SCHOLARSHIP

NEWH Chicago Scholarship applications open up on March 30, 2023. Students who qualify to apply have until 3rd of August to get their application in. We are currently reaching out to schools to promote our scholarship opportunities through presentations either via zoom or in person. So far, we have met in person with Judson University in February, and have a zoom panel scheduled with College of DuPage in April.

FUNDRAISING

Our first fundraising event of the year was held at MASQ on March 2nd. The event was sold out with approximately 150 attendees. We

received many compliments – even a possible new corporate sponsor! Both attendees and board members alike had a fantastic time networking and having fun. Our next fundraising event is scheduled for July with an expected 150+ attendees.

OTHER CHAPTER HIGHLIGHTS

We have been thoroughly enjoying getting ready for the NEWH tradeshow that will take place in Chicago on April 12th. Our committee has been diligently planning and collaborating to make the event as successful as possible. We have received a number of volunteers, both from board members and general members, for working the registration booth. We can't wait to see everyone there!

CHAPTER/REGION GOAL

One goal that we made for this year was to increase attendance at our monthly board meetings, and hopefully fill our vacant chair positions. So far, at our first three board meetings of the year, we have had several new attendees, some of which have shown interest in further participation. We achieved this goal by encouraging all board members to invite colleagues and friends to the meetings, and we will continue to do this throughout the year.

REPORT BACK TO CHAPTER/REGION

Yes, I report back to our chapter, and they seem to greatly enjoy hearing all of the insightful information provided at the meetings. Everyone, myself included, love hearing about successes and tips from other chapters and how the organization is continuing to grow on an international level.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are not in need of help at this time.

CINCINNATI REGION

Kyler Burroughs, steering chair

MEMBERSHIP - Kristin Owens-Hain and Danielle Monhollon

- Current membership – General 31 + Students 10
- Creating action plan to gather more members and getting the word out to other design firms that also "dabble" in Hospitality.

PROGRAMMING - Amanda Searfoss

Focusing on the prep for our Office Tour and Panel Discussion about the Workplace Then and Now (pre and post-pandemic) and how Hospitality has shaped the new workplace market.

SCHOLARSHIP - Jennifer Hartig and Jayne Menke –

Applications to go live in Summer 2023.

FUNDRAISING - Maddie Baker

Focusing on sponsorships with vendors and creating an annual plan of participation.

OTHER CHAPTER HIGHLIGHTS

Gearing up for May 11th event and discussions started about Fall and Winter events and how to make those a membership incentive to attend.

CHAPTER/REGION GOAL

Get more members and expand our immediate reach. Focus on

gathering more designers/architects/graphic designers/etc.

We plan to do this by creating educational and exclusive events that are not open to the public to discover new spaces and market events that impact our industry.

REPORT BACK TO CHAPTER/REGION

As steering chair, I haven't thus far, as I have not attended, an IBOD meeting.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Marketing efforts and social media content.

Staff note: If you are looking for templates, we sent out a link to Canva templates to each chapter. If you didn't receive, please follow up with Hillary Eggebrecht. Many chapters are finding success sharing board member features, scholarship recipient features, new member features to showcase their membership. Each chapter is different, but the Communications team hosts monthly meetings with Chapter/Regional Group Marketing Directors and Chairs to discuss ideas and see what is working and not working. Please let Hillary Eggebrecht know if you'd like to join these calls.

DALLAS

Courtney Herzog & Liz Wilhite, delegates

chartered August 12, 1991

No report submitted for January & May Board Meetings

HOUSTON REGION

Francesca Sosa, steering chair

chartered February 17, 1992

No report submitted for May Board Meeting

LAS VEGAS

Kris Hanson & Jonathan Kaler, delegates

chartered March 26, 1991

No report submitted for January & May Board Meetings

LOS ANGELES

Elizabeth Banks, Kortney Edge & Tom O'Connor, delegates

founded October 1984

No report submitted for January & May Board Meetings

MID-SOUTH REGION

Crystal McCain, steering committee chair

chartered July 23, 1991

No report submitted for January & May Board Meetings

MILANO

Enrico Cleva, chapter president

MEMBERSHIP

We are steady just below 100 members and we recently got our first group of students members from Politecnico di Milano. We are getting a lot of interest and are confident we will grow this year again.

PROGRAMMING

Our schedule is busier in the second part of the year. We are presenting a Hotel project in May and are working on a second presentation for the summer. We will participate with a desk at the Guest Lab event and the Hospitality day in October. The chapter will work on an event during the Host show, when many international members of NEWH will be present in Milan. We will start working on the TopID awards gala and the BrandED event in the summer.

SCHOLARSHIP

We assigned our first scholarships this last March at Politecnico di Milano to five students and will celebrate the donation in May during our next event.

FUNDRAISING

We worked on a sponsorship program at the beginning of the year, but it has not been really promoted throughout the industry. We will concentrate our efforts for the second part of the year on the events in the Calendar.

OTHER CHAPTER HIGHLIGHTS

We are working with the UK and Paris chapters on publications on the SPACE magazine which we will focus on the TopID designers and our events,

CHAPTER/REGION GOAL

Two of the first goals of the chapters were to deliver some scholarships, and we did in March and start having some students in the chapter, and we got some members in this months.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We would like to focus the promotion of our association in IT on the International outreach of NEWH. As many visits as possible from the associations executives and Board members would be very welcome.

NEW ENGLAND REGION

Gary Cardono, steering committee chair

(originally chartered November 4, 1992)

No report submitted for January & May Board Meetings

NEW YORK

Mark Cunningham & Erica Puccio, delegates

chartered July 23, 1991

MEMBERSHIP

Director_Kristy Bohne

- February 28 – Membership Drive and Panel "Taking the Plunge" a designer journey from working for a big firm to starting their own. Hosted our Gold Sponsor showroom, Tarkett. Over 100 Attendees.
- April thru December – Membership Blitz – present NEWH to design firms and promote membership within each firm.
- October – Membership drive and Panel "Copyright Challenges"
- In addition – Membership tables at programming events throughout the year

PROGRAMMING

Director_Yolanda Silva

- March 22 – Toasty Tuesday at Pando NYC, 50 Attendees, prize drawings sponsored by our chapter level sponsors. First time charging for event, Members \$15 w/complimentary Drink Ticket, Non-Members \$25.
- April 18 – Toasty Tuesday at Pera Restaurant, prize drawings sponsored by our chapter level sponsors. Charging for event, Members \$15 w/complimentary Drink Ticket, Non-Members \$25
- May – Toasty Tuesday TBD
- July and September to be hosted by our Platinum Level Chapter Sponsors
- Feedback on charging for events has been well received and has been said to bring a sense of elevation to the events we offer.

SCHOLARSHIP

Director_Lori Firpo

- Current + Ongoing:
 - Scholarship recipient support: Remaining in contact with last year's (4) scholarship winners. Provided information on possible internships with hospitality/hotel brands.
 - Spoke at February 28th membership event about scholarship and corporate member benefits.
- April-June
 - Updating school contacts in preparation for this year's scholarship application process.
 - Outreach to school administrators and students to determine what types of events students are most interested in
 - Increase outreach to schools to increase student membership

numbers

- August
 - Open scholarship applications process mid-August
- September-October
 - Review, evaluate applications.

FUNDRAISING

Director_Sandra Tobar

- June 6 – In-Person Owner's Round Table, Dream Hotel Downtown from 12-2:30pm (Lunch prior to HD Awards)
- November 12 – In-person Product Runway, back at Sony Hall, evening of BDNY Tradeshow, theme to be announced

OTHER CHAPTER HIGHLIGHTS

Chapter Level Sponsorships – 2nd year to offer program and menu of benefits to each participating sponsor. We currently have 4 tiers from Platinum to Bronze with 11 sponsors total.

Will be offering NEWH Chapter Level Awards in Hospitality – The "NEWH NY Hospitality Excellence Award" and "NEWH NY Culinary Excellence Award". These awards are to celebrate and include all aspects of the hospitality industry.

CHAPTER/REGION GOAL

Our main goal is to offer events, awards, and programs that highlight other important aspects of the Hospitality Industry including sustainability, culinary and hotel management, and student relations to our chapter.

REPORT BACK TO CHAPTER/REGION

Yes, we also share our notes, and feedback at the following monthly board meeting. We also encourage other board members to sit in on the IBOD meetings as well. They are appreciative of the feedback from meetings.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Reaching our members via Email, this still remains an issue with members and missing key information because they are not receiving emails or caught in spam.

Staff note: If you know someone specific who is not receiving emails, please let Diane know their email address – she can track the individual email address to be sure it has not bounced or been unsubscribed. More often than not, this can be easily resolved.

NORTH CAROLINA REGION

Dee Testa, steering committee chair

No report submitted for May Board Meeting

NORTH CENTRAL

Christina Fluegel & Stephanie Thompson, delegates

chartered December 11, 2000

MEMBERSHIP

- Current Membership Totals:
Associate: 17, Business Plus Member: 2, Chapter Business

Courtesy Member: 21, Chapter Business Member 8, Chapter Level Business 5, Chapter Level Business- Top Tier; 2, Corporate Partner
Courtesy Member: 1, Corporate Partner Member 1, Education

Professional: 15, General: 40, Student: 178.

- Grand Total: 295

PROGRAMMING

- Having a marketing director has helped relieve a lot of the work that took up my time in the first half of last year in 2022. Being able to focus on more of the planning details has benefited the events quite a bit.
- We created and approved the calendar of events for 2023 at our December board meeting which has helped significantly for planning ahead. Covid has also played into this, but I think the combination of the finalized pre-planned calendar (with locations in mind) and reduced Covid cases have helped the first quarter of events go much smoother compared to Q1 2022 events.
- Our first quarter of events included a networking happy hour, the student mentor/portfolio event, and a CEU event. We hit pretty average attendance for the happy hour and CEU event, but our student event was a complete 180 from last year. Student Relations did a great job promoting to schools and using a showroom in IMS with free parking/easy accessibility created an event that tripled our student attendance from last year. We have also seen students attend the networking happy hour and the CEU event, which is great.
- Looking ahead to the second quarter of events, we have our Membership Drive and a hotel tour. Looking to get all the marketing and details finalized by mid-April for both events so we can properly market throughout April, May and June.

SCHOLARSHIP

North Central Chapter will award up to \$15,000 in scholarships this year. Applications will open at the start of Fall Semester in September and be announced at our In The Spirit holiday event.

Our goal is to get the word out and build excitement in the student community to have more applicants than in previous years.

We also had our Student Event Portfolio Review/Speed Mentoring Event which was a huge success and discussed scholarships that NEWH has to offer to students attending that event.

Have been scheduling in-person and Virtual meetings with Local Collages to present NEWH student benefits.

FUNDRAISING

We're excited to be planning our Masquerade again this year in conjunction with our Top ID announcements. The annual sponsorship drive produced two annual sponsors for our chapter which is helping to support our calendar of events. We are excited to bring someone into fundraising for succession planning after this year.

OTHER CHAPTER HIGHLIGHTS

We had Board training at the beginning of the year this year in person. This was great for new board members and a fantastic refresher for old board members.

We have a set calendar for the year and a menu for Sponsorship involvement which we have had a great start on this year. We have had a few program events already this year that have for the most part been well attended getting closer to the attendance that we use to see before COVID.

CHAPTER/REGION GOAL

- Build our Committees.
- Reaching out and asking for volunteers in specific areas to build some of our committees.
- We are struggling to get people's involvement after Covid.

REPORT BACK TO CHAPTER/REGION

Yes, mostly it is informative of what was discussed and giving the board an update on new things to be aware of or that is coming from NEWH Inc.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are struggling to get volunteers for Committee positions.

Staff note: Identify the areas that you need volunteers in and continue to be aware of what talent you need. At your Chapter events, look at who is attending often and check in with them to see if they would be interested in filling a position.

NORTHWEST

Jamie Hysell & Kelly Knowles, delegates

chartered March 23, 1995

MEMBERSHIP

We are jumping into 2023 with a solid base of 162 members and are excited about engaging with the design community and growing our membership in the region. We have a well-planned year of thoughtful programming scheduled which we feel is going to help us achieve this goal. We kicked off this year with a well-attended membership event in Portland where we secured four new members! Our board is engaged and refreshed and looking forward to connecting with our community to share the benefits that NEWH has to offer as well as the importance of the mission to raise funds for scholarships. We are planning on having membership tables at all of the events in hopes of signing up any non-member attendees. We have discussed ways to identify potential new members and make them feel welcome at all the planned NEWH events. We look forward to a successful 2023!

PROGRAMMING

2022 was a soft reentry after the Pandemic with our Top ID Honors Breakfast and a Hotel Tour that both sold out. We are happy to report NW Chapter for 2023 is back to our normal level of events! In 2023 we are planning two Hotel Tours and our Top ID Honors breakfast. Our chapter continues to turn out for in-person events to connect with one another.

SCHOLARSHIP

Our scholarship for the NW chapter is now open and we are looking

to award up to \$30k this year. In addition to our yearly Savor event to honor our scholarship winners we are also planning to hold two scholarship walks this year. After the walk we'll have a happy hour, paying special attention to our platinum members who will be sponsoring one drink per guest at these events. We have engaged with Bellevue College via zoom during one of their classes regarding our scholarship program and received a lot of interest. We will be talking to WSU soon as well.

FUNDRAISING

The NW Chapter achieved our goal last year to finalize our annual sponsorship tiers for 2023 in Q4 of 2022. The efforts paid off and in total, our 2023 annual sponsor dollars totaled over \$20,000, including connecting with some new sponsors for our chapter. We sent our 2022 annual and event sponsors a survey requesting feedback on what they were looking for from us as a chapter. The request was more smaller events, and more highlights for our annual sponsors at events or even just on social media was heard and we intend to find creative ways to honor those wishes this year.

CHAPTER/REGION GOAL

Strengthening and increasing our in-person attendance numbers. In comparing each event's current attendance to previous years, including pre-COVID, we will be able to use this info as data points to help us look at future year events and determine what more (or less) we should be focusing on. By getting active engagement with

not only members specifically, but with a broader audience of attendees we can create a more valuable product to attract and retain sponsors, which in turn will drive more participants to become members, culminating in more contributions to place into our Scholarship funds. Prior to each event we will recap as a board what previous attendance was and establish a baseline goal of how many [more] attendees we aim to have. After the event, we will include these numbers in our post-event analysis to help us understand if an event is popular, if it needs to evolve to become more popular, or if we need to move on/away from said event. We will continuously assess this throughout the year. We will then set aside a board meeting (September) to discuss the 2024 calendar of Events based on these findings.

REPORT BACK TO CHAPTER/REGION

ORANGE COUNTY REGION

Sonya Miles, steering committee chair

September 9, 2008

No report submitted for May Board Meeting

PARIS

Gwendoline Theodet, chapter president

MEMBERSHIP

Our target is to attract investors, developers, operators and designers with high level events so that we create a community more attractive for suppliers and consultants.

We recently added operators and designers and have some developers joining our events and apparently keen to join the network.

Having such an environment allows us to be stricter also with potential members who are attending events without taking their membership.

We also want to attract more students and have reached out to Professors (in Design school or Hospitality courses) to have them relay the message.

PROGRAMMING

A solid calendar of events has been established since the beginning of the year with interesting visits of new places (hotels & restaurant).

We have very positive feedbacks from participants on the set up of these events that are very casual and inviting for a new way of networking (best suited to French culture)

We have a good pipeline of events until the end of the year with visit of hotels, exclusive training and visit of atelier.

Yes. While there was no specific feedback received from the last IBOD meeting, our members are always interested in hearing what is happening at the international level.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

What are other chapters doing for smaller types of events outside of casual happy hour networking? Are there any innovative or creative annual sponsor perks that can be shared?

Staff note: Community service type events (i.e. volunteering at a local food bank, habitat for humanity, animal shelter, etc.) are great networking/relationship building events. A few chapters are doing a Scholarship Walk, where attendees pay a fee (donation) to walk as a group and any money raised goes directly into their scholarship fund.

We continue our collaboration with the 2 main fairs Maison & Objet and Equip'Hotel.

SCHOLARSHIP

We continue collaborating with Les Compagnons du Devoir and are in conversation with them to see how we can extend this collaboration in different ways.

A visit of their ateliers and meeting the students is planned for the 12th of July.

FUNDRAISING

We received fundraising from Equip'Hotel for a scholarship to Les Compagnons du Devoir.

We want to grow our member to initiate a proper fundraising event.

OTHER CHAPTER HIGHLIGHTS

Ongoing conversation with other groups / networks very complementary to NEWH that could bring us more members.

CHAPTER/REGION GOAL

Developing our members. To do so we need to continue with our solid and attractive program of events to attract the right people.

Membership currently holding at 51; about 25% students.

PITTSBURGH REGION

William Michael, steering committee chair

MEMBERSHIP

Membership currently holding at 51; about 25% students.

Annual Membership Drive to be held in conjunction with September's Tour Event

Currently networking with Greater Pittsburgh Hotel Association and Pennsylvania Restaurant & Lodging Association to bring awareness to NEWH and hopefully participation through membership to engage Hospitality Management and Culinary into our mix.

PROGRAMMING

Currently planning for September's Tour Event/Membership Drive Will be hosting networking socials in May, July and an event in State College.

SCHOLARSHIP

Scholarship is being planned to release in the Fall.

OTHER CHAPTER HIGHLIGHTS

The Pittsburgh Region completed our in-person Board Training session with Jena & Erika in March. This was an intense day of learning, team building (a new board) and sharing of ideas!

Renee Lehw was promoted from Social Media to Director of Marketing and will work toward building a team of committees to assist her.

CHAPTER/REGION GOAL

In-Person Board Training – ACHIEVED!

REPORT BACK TO CHAPTER/REGION

Yes, I do my best to keep the board and membership informed. Attempting to engage membership to follow our IG and making a stronger attempt to provide informative posts on a regular basis.

ROCKY MOUNTAIN

Sarah Churchill & Kyla Chambers, delegates

chartered December 2, 1991

MEMBERSHIP - CEU'S

We have had success in the past couple of years with a strong + simple formula for CEUs. This year, we have innovated the program into a full year of educational programming. Crystal Nodsle has coined the series 'Zoom at Noon'. Currently we have the below list of CEU's slated for 2023:

FEBRUARY 15, 12:00

Virtual? Yes

CEU Credit: Yes

Category: creative

Title: Color+Design Vision 2023: Emergent by Mohawk

Vendor: Mohawk Group

MARCH 8, 12:00

Virtual? YES

CEU Credit: YES

Category: wellness

Title: Design is an Inside Job: Create a Happy You Experience Happiness

APRIL 12, 12:00

Virtual? YES

CEU Credit: no

Category: leadership

Title: Career Development: Marilyn McSweeney

Vendor: The McSweeney Group

MAY 10, 12:00

Virtual: YES

CEU Credit: no

Category: creative

Title: PechaKucha | HD Happenings

JUNE 14, 12:00

Virtual? Yes

CEU Credit: Yes

Category: creative

Title: Prevent the Demise of Design by Yellow Goat Design

Vendor: Yellow Goat Design

JULY 12, 12:00

Virtual? No

CEU Credit: No

Category: creative

Title: Stacey Garcia Keynote

Vendor: LebaTex

AUGUST 9, 12:00

Virtual? Yes

CEU Credit: no

Title: TO BE ANNOUNCED

SEPTEMBER - TBD

Category: community

In-Person Professional Panel

OCTOBER 11, 12:00

Virtual? Yes

CEU Credit: no

Category: business

Title: TO BE ANNOUNCED

NOVEMBER 8

Virtual? Yes

Title: TO BE ANNOUNCED

DECEMBER 6

Virtual? Yes

Title: TO BE ANNOUNCED

PROGRAMMING

*CEU schedule in CEU section above

February 23, 2023 – Scholarship Kick-Off Event

We invited students, professors, and our Top ID firms to our first event of 2023. The event was concentrated and easy to program for.

We offered students free professional headshots. Our Scholarship Director (Ashley Aniston) and Student Relations Director (Andrea Guevara) gave an overview of the scholarship process. Students were able to make personal connections at the event.

June 8th – Top ID & Scholarship Gala – Fundraiser

3rd Annual Event

July 12, 2023 – Stacy Garcia event

August, 2023 – BrandED Event – heavy coordination with NEWH Inc

October, 2023 – Membership Event – TBD

October, 2023 – 2024 Board Training + Knowledge Sharing

SCHOLARSHIP

Our board plans to award up to \$12,500 in scholarships this year.

Our scholarship is currently open until April 21, 2023.

FUNDRAISING

We have raised \$18,400 in annual sponsorship thus far for 2023.

There has also been a dedicated and effective fundraising push for the Top ID Gala and we are on track for this event in June, 2023. With Kelsi Coia as Fundraising Chair, we are excited for the opportunity in programming that this money allows our chapter.

CHAPTER/REGION GOAL

Goal: Create a strong and collaborative board this year.

How we achieved this goal in the following ways:

We have started in person meetings (with an option of virtual for those who travel). This has helped form bonds and relationships between board members.

REPORT BACK TO CHAPTER/REGION

Yes, we gave an update on the virtual IBOD meeting from January 2023. Feedback was good and it sparked a great scholarship conversation. We discussed what is feasible to give in 2023.

SAN FRANCISCO BAY AREA

Melissa Peterson & Rashana Zaklit, delegate

chartered June 1, 2010

MEMBERSHIP

Membership Director: Tim Haggerty

Roster info (updated for April 2023)

• Associate:	35
• Brand Partner:	1
• Business Plus Courtesy:	0
• Chapter Business Courtesy:	10

• Chapter Business:	16
• Chapter Level Business:	6
• Chapter Level Business-Top Tier:	0
• Corporate Partner Courtesy:	5
• Corporate Partner:	0
• Educational Professional:	13
• General:	83
• Green Voice:	-

- Honorary: 3
- Retired: -
- Student: 42
- Grand Total: 211

Student Scholarship Winners & Top ID Event was a huge success! We were fortunate enough to be “sponsored” by a resident (Parisa O’Connell) of The Chorus. The venue was on the 28th floor with panoramic views of San Francisco. The only downfall was not starting outreach sooner as we could have had a much larger turnout if we started marketing 60 days prior instead of 30.

PROGRAMMING

- Programming Director: Naomi Vollmers Programming Chair: Chad Moore
- Membership Bowling Drive - Feb (60+ attendees)
 - Student Scholarship Winners & Top ID Event - April (80+ attendees)
 - Annual State of Hospitality in June - June Venue TBD
 - Hotel Tour One Hotel - August
 - Holiday Party - December Event TBD

SCHOLARSHIP

Scholarship Director: Thao Tu Scholarship Chair: Paige Viren

FUNDRAISING

Fundraising Director: Maria Torres Fundraising Chair: Kelly Gaddes
Wine By Design is back and will be held Oct. 28th. There will be 3 buses picking up at various locations in the Bay Area (SF, Oakland/Berkeley & Marin). Two wineries have been selected, venue announcements will be announced via social media. We’ve raised over half of our fundraising goal for this event!

OTHER CHAPTER HIGHLIGHTS

Marketing Efforts and social media continue to be strong. We currently have 3 people managing this front, which has been successful.

What is one goal your Chapter/Region set for the year? How do you plan to (or how did you) achieve that goal?

Our goal was to try to hold as many in-person events as budget and health (no Covid spikes) constraints can allow. We anticipate having every event in person after reviewing feedback from a poll that was sent out to our members.

As a delegate, do you report back to your local chapter/regional board on the IBOD meeting? What kind of feedback have you received?

Yes, our delegates report back to our chapter at the next board meeting following the IBOD conference. We’ll discuss any high level updates or new info that came from the meeting. Overall, feedback has been well received. Our board welcomes any opportunity to learn from other chapters, such as announcing Top ID winners at the event (instead of announcing prior).

OUR CHAPTER/REGION WOULD LIKE HELP WITH

Costs to hold in person events continue to be about 30% more expensive than pre-pandemic. We’re working to find new members as several designers and reps have left the industry or retired. We started sponsorships very early, which has been successful although we haven’t reached our overall fundraising goal for Wine By Design. We all hope to talk about this event a lot at the upcoming HD Expo so that we can bring in more funds for scholarships. We’re still working to rebuild our scholarship account to pre-pandemic levels and would like to hear where other firms are at in relation to ours.

SOUTH CAROLINA REGION

Anna Sveinbjornsdottir, steering chair

No report submitted for January Board Meeting

SOUTH FLORIDA

Eric Fernandez & Gabe Rodriguez, delegates

chartered October 2, 2003

MEMBERSHIP

We will have at least 1 mingle each month that we will combine with a membership drive.

PROGRAMMING

- May – Restaurant tour
- June – Bowling Event
- July – Beach Cleanup
- August – Potential Restaurant/Brewery tour
- October – Golden Palm Awards
- November – FIU Festival of the trees

SCHOLARSHIP

This year we will have open submissions between June-September and providing \$30k opening submissions in scholarships.

FUNDRAISING

We will be hosting our Annual Bowling Fundraiser this year in June as well as our Golden Palm Awards in October.

CHAPTER/REGION GOAL

- One goal our chapter set for 2023 was continuing our tradition of giving \$20,000 worth of scholarships to deserving hospitality students.
- NEWH South Florida is giving away \$30,000 of scholarships this year to deserving hospitality students versus the \$20,000 we had originally planned. The most in our chapter’s history! This decision was based on the amazingly high number of student applications we received in 2022 and our generous board wanting to truly make a difference in the lives of more students and their career dreams in hospitality!

REPORT BACK TO CHAPTER/REGION

Yes, the feedback has been positive and has excited the board to attend these meetings in person.

SUNSHINE

Magan Scuteri & Chris Schafer, delegates

chartered September 1, 1996

MEMBERSHIP

We are currently preparing for our annual Membership Drive. This is going to be a themed bowling event held at Boardwalk Bowl on June 14th. Each lane will be sponsored and will have 5 spots per lane and will include a NEWH membership to use or give away. The lanes will have the opportunity to dress as their favorite Movie/TV Show characters. We are heavily promoting this event to have a good turn out and gain new memberships.

PROGRAMMING

We are prioritizing finding the best local locations for our monthly board meetings and Sunset Socials to help promote Hospitality within Central Florida. We are reaching out to Orlando’s most trendy lounges, hotels and restaurants to inform them about NEWH, our chapter and for permission to host our events. We collaborate with marketing and the board to get it published on the Inc., website and all social media accounts to have the best possible turnout. We are very thankful to have such an active chapter as our recent

events have all been well attended and provide a great atmosphere for networking and opportunity for new memberships.

We are also working to schedule another hotel tour by the end of the year. Currently we are scouting out new openings in the area to host this at.

SCHOLARSHIP

The Sunshine Chapter opened their Scholarship applications on 4/1/2023 and will remain open until 5/14/2023. We currently have only received 1 application submitted and we are looking to possibly extend the date as we are pushing to donate \$50,000 in funds this year.

FUNDRAISING

Fundraising has spent the past month focusing primarily on this "Teaser" event to our Fall Fundraising Event.

See notes below from this past months event...

- Wednesday April 12th – Creating for a Cause "Teaser" Event

Location: City Arts Factory

Time: 6pm – 9pm

Interactive Evening of Art and Networking

Socially engaging large scale mural type art were painted collectively by attendees.

Individual canvases were available for painting.

Clay objects were available for painting.

Artists were onsite to offer inspiration and guidance as needed.

ALL ART IS TO BE DONATED BACK TO NEWH FOR SALE TO RAISE SCHOLARSHIP DOLLARS

There was a DJ, Lite Bites and Beer & Wine available for purchase.

NOTE:

There will be a "CALL FOR ART" that is issued after the 4/12 event for those who want more time to paint or could not attend on the night of the 12th.

The "Call for Artists" can be Members, Non-Members, Professionals, People outside of our Industry who someone might know and reach out to.

- Friday November 3rd – Soul Shine – Sunshine Chapter Annual Fundraiser Event

Location: Winter Park Events Center

Time: TBD

The Fall Fundraiser will have a "Festival" type feel and will

incorporate the idea of Storytelling through Art, Design, Culinary and Music.

The venue is booked, and a deposit has been paid.

We are still working on the Sponsorship Menu and have a list of vendors who have inquired / shown interest in Sponsoring that event.

We have gotten quotes from caterers, entertainment options, photographers and valet services.

We have studied the event space and discussed how the program will flow, but a run of show has not been finalized.

We do plan to continue the tradition of the awards ceremony... presentation of Scholarships to Students as well as Top ID to winning Firms.

We do plan to have a silent auction, but all will be artwork or art related (painting class, etc.)

We are still debating whether or not there will also be a Live Auction component (similar to the hats that were sold at Denim & Diamonds)

Over the next couple of months as we finalize all of the details, we will share more imagery with Jen that can be used on social media to promote the event.

CHAPTER/REGION GOAL

We are really working to Increase our membership to 300 members by the end of this year. We are planning a large Membership event that has a lot of buzz. We are going to make the event interactive and fun and really push the value of the membership. We will also be giving a membership with each lane sponsorship.

REPORT BACK TO CHAPTER/REGION

Yes, I make notes and report back at our following board meeting. There has been a great response to this to see what others and INC. is doing.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We are looking for Ideas on gaining additional members outside of students. Suggestions on additional places to look and source new members.

Also, our chapter is really struggling getting applications in for Scholarships and we want to give \$50,000 away this year. If there is any creative ideas to get applicants that would be helpful

TORONTO

Manuela Kennedy & Terry Nielsen, delegates

chartered November 18, 2004

MEMBERSHIP

We have had an increase in student memberships (+8) and professional industry memberships (+7) since the start of 2023. Our new Membership Director Kevin Barrington is doing a great job in renewing expired memberships.

PROGRAMMING

Our 'How to Delegate' seminar met mixed reviews, as there were technical issues experienced. The conclusion is that the seminar would have been much better "in person" (no surprise!). After the seminar we collectively walked to a bar down the street created by one of our 2023 TopID winners for appetizers and drinks. College design students and the design team also joined us. The TopID firm explained where their inspiration originated. Insightful!

The NEWH Toronto team will be attending an April 12 the Restaurants Canada Show on April 12. One of our TopID winners will be providing a seminar. As opportunity for networking, Restaurants Canada will be providing NEWH members entry to the show, and a "pop-up" with accompanying food and beverages will be provided.

May 10 we are hosting an educational evening in collaboration with the Ageless Living Collaborative. This event is sponsored by SHAW

contract at their Toronto ARIDO office (Association of Registered Interior Designers of Ontario. Interior designers will provide a seminar on how to create spaces for senior living. Small bites and cocktails will follow.

Currently we are also planning for our TopID event to be held on June 8. This will be hosted at the newly renovated W Hotel, complete with a room tour and property conversation with management.

The fall will find our membership attending an NEWH Toronto sundowner. We are currently speaking with a local company for sponsorship.

SCHOLARSHIP

We have extended our scholarship deadline to April 4, 2023. The awards ceremony and fundraiser will be held October 19 in a co-working design space known as The Collective. Our intent is to award one \$2500 scholarship.

FUNDRAISING

Hosting the recent BrandEd event in Toronto helped to boost NEWH membership and awareness. The USD funds received will be a positive asset to our chapter's scholarship fund. Thank you!

We are currently focused on our Scholarship Awards event to raise funds for our 2024 scholarship(s). A silent auction will generate funds and provide an opportunity to network for members.

OTHER CHAPTER HIGHLIGHTS

The BrandEd event hosted March 22 has been a highlight for our members thus far. Attendance exceeded our expectations and there was an extensive waiting list. The energy this event created was the first of its level since we emerged from our covid restrictions.

CHAPTER/REGION GOAL

Our TopID event will be one of the key professional networking events of 2023. Planning has begun for the event (June 8), a committee has been working on the details, sponsors have been secured. The bar has been set by the recent BrandEd event and the degree of quality requested by the members has been noted. Our objective is repeat the standard set by the BrandEd March 22 event. Currently we are actively seeking membership via the interior design

community. Each of the board members has been assigned designated firms to reach out to and encourage their membership and participation in our chapter.

REPORT BACK TO CHAPTER/REGION

Yes, I will report the highlights of the Las Vegas IBOD meeting. It is important for the Toronto chapter to understand they are part of a "bigger" picture, with specific targeted goals which are unified by the international meeting. The IBOD meeting fuels discussion about planning and 'fresh' ideas used by other chapters. These ideas are the result of direct networking with other IBOD attendees.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

We will continue to focus on growing our membership numbers, fundraising and providing relatable industry events. Hosting the most recent BrandEd event (March 22), in Toronto, rekindled our affiliations with the local hospitality industry and generated an appetite for more exclusive professional events.

UNITED KINGDOM

Libby Bull, delegate

chartered June 12, 2002

No report submitted for May Board Meeting

VANCOUVER REGIONAL

Rebecca Bertrand, steering chair

MEMBERSHIP

Membership continues to move along successfully. We continue to have a few key instructors at LaSalle that really support NEWH, and this has helped us increase our student membership. Our recent student roundtable also increased both our student volunteers and our student members. As s we are increasing the spread between member and non-member pricing at events and pushing more business membership this is also helping out membership push. Murray is doing a great job and following up with past members/ past students. That is a goal of his this year.

Currently at 84 student members (up 12 from oct report), 38 general members (up 5 from oct.)

We are planning a summer sundowner in August that will also be a summer sundowner.

PROGRAMMING

Very successful start to the year for us in Jan. Our key board people re. programming had a great call with Chris and Cliff to streamline how we do our budgeting to Inc. to guide us more clearly

- Feb. our annual trivia night had a great turn out and was super fun
- Student roundtable – in March – we had 27 students (& 17 no shows)..our best turn out in 5 years and brought us new student volunteers
- May 31st – EID event – we expect this to be a very successful and sold out event
- August 23 – summer sundowner and membership drive
- Sept. 14th – 2nd annual golf tournament will be our big scholarship fundraiser
- Wine Down Weds. –maybe july and maybe Sept – we are planning a few easy and quick happy hours
- Diverse Professionals in Hospitality – virtual student event in the fall
- Nov. 16th will be our ANNUAL/ hotel tour – where we give out TOPID & student scholarship and also our biggest event of the year (not a fundraiser)

The team is working and moving successfully through the events and planning ahead as much as possible. We anticipate a very good fundraising year. Also working towards figuring out Nashville funds

SCHOLARSHIP

We have 2 scholarships:

1. WE doubled our regional scholarship from \$3k to \$6K – deadline is July 11. Richelle is starting to work on social media around this.
2. We have another regional scholarship: Bermanfalk \$2k millwork scholarship- deadline tbd.

FUNDRAISING

We hope to have another successful fundraising year with our golf tournament and now our May event to be fundraisers. Also working towards figuring out Nashville funds

OTHER CHAPTER HIGHLIGHTS

Our LinkedIn is gaining some traction and our Instagram has grown quite a bit in followers. We have created a buzz in our community of being the premiere networking group, so we have a lot of buzz going for our events lately.

In Jan, I sent out a sponsorship email for 2023 and that was successful for planning our year and giving sponsors our events for the year ahead.

CHAPTER/REGION GOAL

Vancouver Chapter's Top goals for 2023 (that we set at our January board strategic planning session):

1. Maintain scholarship balance + \$1000 – how? we are doing this through our 2 fundraising events
2. Optimize & capitalize brand awareness (be consistent, keep it simple, use templates)- how? we do this through communication and holding each other accountable.
3. Attract & retain (expand brand recognition, be mindful of equity/inclusivity/diversity, increase student engagement)- how? we try to involve our students in our communication, and we talk about EID for each event.

NEWH Vancouver Chapter Guiding Statement For 2023:

To attract and retain a diversified membership to increase scholarship to be the premier hospitality networking organization within our region.

REPORT BACK TO CHAPTER/REGION

Yes, always and the team is great with the feedback, and we always learn something ie. social media tips, templates, what other groups are doing.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

CanvaPro – Tammy and I and maybe others, would like a training session please on this.

Staff note: Reach out to Hillary Eggebrecht to set up a zoom call training for Canva that fits into your schedule.

No report submitted for January Board Meeting

WASHINGTON DC METROPOLITAN

Julie Kaufmann Unger & Sadue Makarechi Coulter, delegates

chartered November 6, 1992

MEMBERSHIP

- We are growing our membership
- We just had a successful membership event in March
- We have a Marriott membership drive coming up

PROGRAMMING

Our programming committee has planned several events

- SAE
- TOPID/Holiday Party
- Sundowners
- Golf Lessons
- All Dates TBD

SCHOLARSHIP

- Scholarships are open
- We have received a few applications already

FUNDRAISING

- Trade show and Golf Tournament are in the planning
- Trade Show – Sept 7th
- Golf Tournament Oct 9th

No report submitted for January Board Meeting

OTHER CHAPTER HIGHLIGHTS

We are planning a few EID events – and sundowners in all the major cities that are within our chapter – Richmond, Baltimore, and Washington DC

CHAPTER/REGION GOAL

Grow our membership

We have a Marriott membership drive, as well as a group of members who are calling past members to get them to re join.

We plan to offer more diverse programs to attract more people and diversify our membership

We also plan to bring a large group to the upcoming leadership conference next year

REPORT BACK TO CHAPTER/REGION

I will report back on the upcoming IBOD meeting at our June board meeting.

OUR CHAPTER/REGION WOULD LIKE HELP WITH

I think we are a very capable chapter. I know that all the board members can rely on INC to help in every situation.

ADDENDA

MOTION TO APPROVE MINUTES

Date: January 19, 2023

Motion Number: 1

I, Fernando Diaz, move to approve the minutes as presented / as corrected.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: 0 NAY: 0 ABSTENTION: 0 Carried: Defeated:

MOTION TO ADJOURN

Date: January 19, 2023

Motion Number: 3

I, _____, move to adjourn the NEWH, Inc. Board of Directors Meeting at _____ pm ET.

Motion seconded by: _____

VOTE COUNT: STATUS OF MOTION:
YEA: 0 NAY: 0 ABSTENTION: 0 Carried: Defeated:

NEWH CODE OF ETHICS

Members of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. shall conduct themselves honorably so as to maintain the integrity of the organization. To that end, each member shall adhere to the following code of ethics:

1. Each member shall hold membership in the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. as a privilege and a responsibility and shall abide by the By-Laws.
2. Each member is obligated through personal and professional conduct to uphold and maintain beyond reproach the dignity of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC.
3. Each member shall recognize and respect the professional standards of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. members and shall encourage the highest level of cooperation of the members.
4. No member shall use the position as Officer, Director, or member of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, Inc. to gain purely personal advantages in advertising, merchandising, or promotion. Members are encouraged to use the initials NEWH after their names on business stationery and business announcements.
5. The name NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may be used officially only by the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. and its authorized chapters. An individual may, with the written approval of the NEWH, Inc. Board of Directors of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC., use the name of the organization in connection with the sponsorship or co-sponsorship of an industry activity.
6. A member may not use the membership directory as a mailing list for commercial purposes nor permits its use by a nonmember for any purpose. NEWH mailing lists shall be available to other organizations within the Hospitality or related industries, only as approved by the NEWH, Inc. Board of Directors and are not to be used for commercial purposes. List members may request in writing that their names be deleted from any mailing list provided to another organization.
7. Members who misrepresent their professional qualifications at any time will be subject to disciplinary action by the Chapter Board of Directors.
8. Any conduct which is detrimental to the best interests of the NETWORK OF EXECUTIVE WOMEN IN HOSPITALITY, INC. may result in disciplinary action by the NEWH, Inc. Board of Directors.

Leadership

A member who is elected or appointed to one of these positions acquires a second set of rights and responsibilities, in addition to those which are theirs as a general member.

Rights

It is the right of NEWH, Inc. Leaders to:

- Receive adequate and competent direction and support from other leaders of the organization;
- Have the support and cooperation of the membership of the organization;
- Depend on the membership to accord them the courtesies of meeting protocol and group etiquette; and
- Expect support of the industry when organization sponsored events serve industry interests.

Responsibilities

As an NEWH, Inc. Leader it is their responsibility to:

- Know the duties of the position to which they were elected or appointed;
- Review the tenets and objectives of the organization;
- Review the NEWH, Inc. By-Laws and Board Handbook for policies of the organization and the position to which they were elected or appointed;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of NEWH, INC.;
- Use disciplined judgment in making fiscal decisions;
- Refrain from engaging in personal activities which would injure or take advantage of NEWH, INC.;
- Not use their position of trust and confidence to further their private interests;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few; and
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly.

They Will Not

- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, INC.;
- Compete with NEWH, INC. to its detriment;
- Usurp an opportunity of NEWH, INC.;
- Realize personal gain from use of material, non-public information; and
- Will avoid even the appearance of a conflict of interest.

NEWH Board Code of Ethics

As a member of the Board of Directors of NEWH, Inc. or any of its chapters, I will:

- Represent the interest of all the people served by this nonprofit and not favor special interest inside or outside the organization
- Not use the nonprofit or my service on the board for my own personal advantage or for the advantage of my friends, relatives, or supporters
- Keep confidential information confidential
- Respect and support majority decisions by the board
- Approach all board issues with an open mind, prepared to make the best decisions for everyone involved
- Prior to election or appointment, disclose any personal, professional, or legal matters that might reasonably cause embarrassment if subsequently associated with my NEWH leadership position, including without limitation any conviction of a felony or crime of moral turpitude, termination of employment for cause, and involuntary dismissal from a position of leadership in another nonprofit organization.
- Do nothing to violate the trust of those who elected or appointed me to the board or those served
- Focus my efforts on the mission of this nonprofit and not on my personal goals
- Never exercise authority as a board member except when acting in a meeting with the full board or as I am delegated by the board
- Consider myself a “trustee” of this nonprofit corporation and do my best to ensure that it is well maintained, financially secure, growing and always opening in the best interest of those we serve
- I have read, understand and agree to abide by this Code of Ethics

SUCCESSION PLANNING: NEWH, Inc. Board of Directors Eligibility Policy

NEWH, Inc. and its chapters are governed by the NEWH, Inc. Executive Committee, Board of Directors, and House of Delegates. The governing body is made up of representatives of all NEWH, Inc. chapters worldwide. Each member of the NEWH, Inc. Governing body shall:

- Know the duties of the position to which they were elected or appointed;
- Review the code of belief and objectives of the organization;
- Review the By-laws and the Procedure Manual for policies of the organization and the position to which they were elected;
- Act with the care that a reasonably prudent person in a similar position would use to perform their duties under similar circumstances, and must perform their duties in good faith and in a manner they reasonably believe to be in the best interest of the NEWH, Inc.;
- Refrain from engaging in personal activities which would injure or take advantage of the NEWH, Inc.;
- Not use their position of trust and confidence to further their private interests;
- Realize secret profits or unfair gain through personal transactions with or on behalf of the NEWH, Inc.;
- Compete with the NEWH, Inc. to its detriment;
- Usurp an opportunity of the NEWH, Inc.;
- Realize personal gain from use of material, non-public information;
- Will avoid even the appearance of a conflict of interest;
- Study and practice good leadership skills and techniques;
- Serve all members, not just a selected few;
- Bring genuine interest, enthusiasm and sufficient time to their duties to discharge their responsibly; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

House of Delegates

The chapter representatives will sit in the House of Delegates, a non-voting section of the NEWH, Inc. Board of Directors. In addition to the above, the Delegate shall:

- Identify needs of chapters and flush out before bringing to the NEWH, Inc. Board of Directors;
- Participate in special focus groups; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors

The delegate is elected for a two (2) year term and may hold the position of delegate for five (5) concurrent terms before leaving the NEWH, Inc. Board of Directors. Each chapter elects one or more delegates based on the number of members in good standing at the time of election. A member of the House of Delegates may run for a position on the NEWH, Inc. Board of Directors after serving two (2) years in the House of Delegates.

Board of Directors

The Board of Directors conducts the business of NEWH, Inc. at board meetings held three times per year. Each Director has responsibility for a specific area of the business of NEWH, Inc. and shall form a committee to help conduct that business. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Establish a committee to help conduct NEWH, Inc. business and to create a larger knowledge base within the organization;
- Facilitate a minimum of two (2) conference calls per year with chapter board members; and
- Understand the actions of the Executive Committee and Board of Directors and report back to the Chapter Board of Directors.

The NEWH, Inc. Board of Directors is elected bi-annually from the seated board members and the members of the House of Delegates. To be eligible to hold a position on the Board of Directors, the person must have sat in the House of Delegates for two terms and not have been off the governing body for more than four (4) consecutive years. A member can only serve three (3)

consecutive terms on the Board of Directors.

Executive Committee

The Executive Committee of NEWH, Inc. conducts the business of NEWH, Inc. between the regularly scheduled board meetings. Officers of NEWH, Inc. are responsible for the Directors listed under them on the NEWH, Inc. Organizational Chart. In addition to the above, the Director shall:

- Conduct the business of the organization;
- Participate in semi-monthly Executive Committee meetings held via teleconference calls; and
- Provide leadership to those Directors in their immediate reporting relationship.

NEWH, Inc. Officers are elected bi-annually from the current Executive Committee and seated Board of Directors. To be eligible to hold a position on the Executive Committee, the person must be currently seated on the Board of Directors to running. A member holding an elected position Executive Committee can only serve three (3) consecutive terms.

TWELVE PRINCIPLES OF GOVERNANCE THAT POWER EXCEPTIONAL BOARDS

Exceptional boards add significant value to their organizations, making a discernible difference in their advance on mission. Good governance requires the board to balance its role as an oversight body with its role as a force supporting the organization. The difference between *responsible* and *exceptional* boards lies in thoughtfulness and intentionality, action and engagement, knowledge, and communication. The following twelve principles offer **chief executives** a description of an empowered board that is a strategic asset to be leveraged. They provide **board members** with a vision of what is possible and a way to add lasting value to the organization they lead.

CONSTRUCTIVE PARTNERSHIP

Exceptional boards govern in constructive partnership with the chief executive, recognizing that the effectiveness of the board and chief executive are interdependent. They build this partnership through trust, candor, respect, and honest communication.

MISSION DRIVEN

Exceptional boards shape and uphold the mission, articulate a compelling vision, and ensure the congruence between decisions and core values. They treat questions of mission, vision, and core values not as exercises to be done once, but as statements of crucial importance to be drilled down and folded into deliberations.

STRATEGIC THINKING

Exceptional boards allocate time to what matters most and continuously engage in strategic thinking to hone the organization's direction. They not only align agendas and goals with strategic priorities, but also use them for assessing the chief executive, driving meeting agendas, and shaping board recruitment.

CULTURE OF INQUIRY

Exceptional boards institutionalize a culture of inquiry, mutual respect, and constructive debate that leads to sound and shared decision making. They seek more information, question assumptions, and challenge conclusions so that they may advocate for solutions based on analysis.

INDEPENDENT-MINDEDNESS

Exceptional boards are independent-minded. They apply rigorous conflict-of-interest procedures, and their board members put the interests of the organization above all else when making decisions. They do not allow their votes to be unduly influenced by loyalty to the chief executive or by seniority, position, or reputation of fellow board members, staff, or donors.

ETHOS OF TRANSPARENCY

Exceptional boards promote an ethos of transparency by ensuring that donors, stakeholders, and interested members of the public have access to appropriate and accurate information regarding finances, operations, and results. They also extend transparency internally, ensuring that every board member has equal access to relevant materials when making decisions.

COMPLIANCE WITH INTEGRITY

Exceptional boards promote strong ethical values and disciplined compliance by establishing appropriate mechanisms for active oversight. They use these mechanisms, such as independent audits, to ensure accountability and sufficient controls; to deepen their understanding of the organization; and to reduce the risk of waste, fraud, and abuse.

SUSTAINING RESOURCES

Exceptional boards link bold visions and ambitious plans to financial support, expertise, and networks of influence. Linking budgeting to strategic planning, they approve activities that can be realistically financed with existing or attainable resources, while ensuring that the organization has the infrastructure and internal capacity it needs.

RESULTS-ORIENTED

Exceptional boards are results oriented. They measure the organization's progress towards mission and evaluate the performance of major programs and services. They gauge efficiency, effectiveness, and impact, while simultaneously assessing the quality-of-service delivery, integrating benchmarks against peers, and calculating return on investment.

INTENTIONAL BOARD PRACTICES

Exceptional boards purposefully structure themselves to fulfill essential governance duties and to support organizational priorities. Making governance intentional, not incidental, exceptional boards invest in structures and practices that can be thoughtfully adapted to changing circumstances.

CONTINUOUS LEARNING

Exceptional boards embrace the qualities of a continuous learning organization, evaluating their own performance and assessing the value they add to the organization. They embed learning opportunities into routine governance work and in activities outside of the boardroom.

REVITALIZATION

Exceptional boards energize themselves through planned turnover, thoughtful recruitment, and inclusiveness. They see the correlation between mission, strategy, and board composition, and they understand the importance of fresh perspectives and the risks of closed groups. They revitalize themselves through diversity of experience and through continuous recruitment.

NEWH AWARDS REVIEW

THE PINNACLE AWARD

The NEWH Pinnacle Award (formerly known as Recognition of Excellence Award) will be given to an NEWH member who has contributed extraordinary time and effort to NEWH, has a minimum of fifteen (15) years' experience in the Hospitality Industry, has held a local Chapter and/or International Board position for at least one term, and has mentored four people in the industry, at least two of whom are women. The nominee must also have unquestioned professional ethics.

Award Presentation:

The award presentation will take place at the 2024 NEWH Leadership Conference. Awardees must be able to attend presentation.

Nomination Information:

Deadline: November 1, 2023

Nomination form and description can be found at www.newh.org – About Us – Awards

NEWH COLLEGE OF FELLOWS

Purpose

Fellowship is bestowed on NEWH members who have made notable contributions to the Hospitality Industry, not only through their work, but through their demonstrated commitment to NEWH.

The application process is held every other year and is conducted by the Chair of the College of Fellows together with a jury of selected members of the College. Fellows will be inducted at the Leadership Conference.

Criteria / Eligibility

- A current member in good standing of NEWH and has been a member for 10 consecutive years or more.
- Nominee must exhibit the highest level of ethical conduct and professionalism in the Hospitality Industry. Examples of these items must be included in the nomination form, along with a minimum of three (3) letters of references from NEWH members in good standing endorsing the nomination, and two (2) other references from Hospitality Industry professionals.
- Nominee must have excellent leadership skills.
- Nominee must have contributed to mentoring at least two (2) individuals in the Hospitality Industry.

Nomination Process

A Fellowship nomination can be made by a Chapter Board, an NEWH member, or can be a self-nomination.

Timeline

- July 2023 – Nominations open
- October 31 – Deadline for candidates to submit nomination packet
- November/December – Jury meets
- January 15, 2024 – Fellow recipients informed
- Fellow recipients recognized at the NEWH Leadership Conference in Spring of 2024

Nomination Information:

Deadline: October 31, 2023

Nominations will open July 1, 2023. Nomination form and description can be found at www.newh.org – About Us – Awards

TOPID AWARD

What is TOPID?

RECOGNIZING DESIGN FIRMS FOR SUPPORT AND LEADERSHIP IN THE HOSPITALITY INDUSTRY – The TopID award is a prestigious honor determined by NEWH chapter and regional boards to recognize design excellence and promote design firms engaged in supporting NEWH and its mission of scholarship and education. A firm's custom design work in the hospitality industry, along with membership and support the firm has provided the NEWH chapter/region, is considered in the selection process. This exclusive recognition is NEWH's way of supporting and promoting our Designer membership. Not only are firms acknowledged for their design, engagement, and generous support of their local hospitality industry, they are also celebrated internationally across the vast network of professionals in the industry!

How would your firm benefit from being name a TopID?

TopID firms will be asked to sign a consent form that allows NEWH to post their photography on the NEWH website for promotional purposes. They may also be contacted by media related to speaking opportunities, editorial comment and or participation in events as a highly respected design professional. By accepting the honor of NEWH TopID, NEWH will present the list on the NEWH website and at all international events they participate in with the intent of presenting the TopID firms as the “elite” and most exceptional design firms in the regions they are within. NEWH encourages members and industry professionals to utilize this list when in need of a design leader for their projects or expert advice within their companies or events.

Minimum Criteria - required

- Current Membership (one person within the local firm must be a current voting member in good standing with NEWH)
- Update: Minimum of 3 custom hospitality projects* completed by local firm within the 30-month period prior to nomination (January 1, 20-- to June 30, 20--) with 150-word written narrative describing the projects’ unique design elements/attributes that make the project distinct in the industry today (*custom projects are non-program work where designs are not pre-determined by a brand)
- NEW CRITERIA: To qualify as a TopID nominee, the firm must provide one photograph per project with nomination submission (total of 3 photos/1 per project submission) that best depicts the narrative provided as noted above. Projects submitted with the nomination must be professionally photographed (minimum 300 dpi resolution jpeg or tif file format) (*Chapter/Regional boards will be required to acquire the images from the nominated firms for use during judging process – the 3 images will be required to be sent in with your chapter/regional group’s final 3 TopID recipients to NEWH, Inc.)
- Firm must have an accessible website

NEWH JOYCE JOHNSON AWARD OF EXCELLENCE

Description of Award/Qualifications:

The NEWH Joyce Johnson Award of Excellence, a Presidential Award, will be given to an NEWH member, at the chapter level, who has contributed extraordinary time and effort to your local NEWH chapter, has been a chapter member for at least 7 years, has held a local chapter board position for at least one term, and has mentored chapter members and helped strengthen the chapter to achieve its goals. The nominee must also have unquestioned professional ethics.

Award Presentation:

The award presentation should take place at a major chapter event and the awardee must be able to attend the event.

Nomination Information:

The nomination form must be completed by the Chapter President and must be submitted 6-8 weeks prior to award presentation event. Nomination form can be found on website - and description can be found on the website - Login to website and click on Board Resources – Awards area.

Setting Your Goals – Template

The Goal Statement (Start with a VERB!)	
The Measure (How will you know when you have achieved the Goal?)	
When to Start?	When to End?
What are the Major Milestones? (Make it a Project!)	

Board Resources - ONLINE

Does your board have the resources and information available to have a successful year? Do all board members know exactly what is expected of them in their position? Encourage your board members to utilize the Board Resources section online for templates and helpful resources to help them in their position. If you appoint new directors/chairs throughout the year, share the job description with them that can be found in the Board Resources.

NOTE: you must be logged in to the website in order to see the NEWH Board Resources menu item on the bottom of the page – if you have problems logging in, please contact Diane at the NEWH office to reset your login.

On the bottom of the home page in the blue area, you will see NEWH Board Resources under the Resources menu.



You will then see a directory of resources included under each discipline. Look around at the resources available for anything that may pertain to you and make your job easier!

<p><u>General Resources</u></p> <ul style="list-style-type: none"> The Structure of your Board of Directors Chapter Organization Chart Chapter Board Member Job Descriptions Chapter Business Plan Template Commercialism Policy/NEWH Logo Usage Joyce L. Johnson Award / Recognition of Excellence Corporate Partner Signage NEWH By-laws Quarterly Conference Calls/Webinar Schedule and Minutes Chapter Calendar Mandatory Chapter Director Webinar Training 	<p><u>Board Meeting Resources</u></p> <ul style="list-style-type: none"> Board Meeting Agenda Board Meeting Minutes Motion Form Who Can Vote? Reporting to the Board Achieving Consensus The Art of Delegation Communicating with your Chapter Membership Conflict of Interest/Code of Ethics Dealing with Conflict Decision Making Motions Who Can Vote on your Board Parliamentary Procedure Project Scope Document Quarterly Conference Calls/Webinars
<p><u>Board Training</u></p> <ul style="list-style-type: none"> Board Orientation/Training for Full Board Chapter Board Member Job Descriptions Quickbooks Seminar Smart Goals Training PowerPoints for each Board Position 	<p><u>Financial Support</u></p> <ul style="list-style-type: none"> Budget Calculator Check Request Contracts Event Invoice Tax Exempt Explanation Travel Reimbursement
<p><u>Marketing</u></p> <ul style="list-style-type: none"> Chapter Newsletters NEWH Corporate Partners Commercialism Policy and NEWH Logo Guidelines Social Media Guidelines Promoting NEWH and your Chapter Marketing Materials – Ordering Photography Release Press Release Template Banners 	<p><u>Membership</u></p> <ul style="list-style-type: none"> Types of Membership Member Interest Survey Membership Director Information Membership Drive New Member Welcome Renewal Reminder

Nominations

Chapter Nomination Timeline
Chapter/Region Job Descriptions
Chapter Board Organization Chart
NEWH, Inc. Board of Directors

Programming/Fundraising

Programming vs Fundraising Event – What's the difference?
Budget Calculator
Catering Checklist
Certificate of Insurance Form
Communicating with your Chapter Membership
Corporate Partner Signage
Contracts
Contribution/Sponsor Acknowledgement (Thank you letter)
Event Badge Templates
Funds – What's Required and Distribution
Event Sponsorship Request Letter
Liquor Policy
Program Script
Results of Activity Reporting – Programming
Results of Activity Reporting – Fundraising
Setting your Plan for the Year
Speed Mentoring Event
Sponsorship Agreement
Sustainability Programming

Regional Groups

Establishment of a Regional Group
Regional Group Application
Regional Group Manual

Scholarship & Education

Scholarship Process
Guidelines for Scholarships
Educator & Student PowerPoint
Frequently Asked Questions
Accredited College Resources
Letter to Non-winning Applicants
Letter to Scholarship Winner
Scholarship Check Request Form
Hold Harmless Policy Chapters
Scholarship Application Evaluation
Chapter Event Idea Templates
Vendor Scholarship Agreements
In Memory Scholarship Agreements

Awards

NEWH Pinnacle Award (formerly known as Recognition of Excellence Award)
NEWH College of Fellows
TopID Awards
NEWH Joyce Johnson Award

NEWH, Inc. Policies & Procedures

Liquor Policy
Event Refund/Cancellation Policy
NEWH, Inc. By-laws

NEWH, Inc. Regional Tradeshows

Tradeshow Policies
Timeline

NEWH, Inc. Board

Board Reporting Forms
Ambassador
Continuing Education
Delegate
Development
Education
Events
Executive Advisor
Expansion
Finance
Fundraising
International Expansion
International Relations
Marketing
Marketing Collateral
Marketing Communications
Membership – director
Membership – vice president
NEWH Conferences
Past President
President
President Elect
Regional Tradeshows
Scholarship
Secretary
Sustainable Hospitality – director
Sustainable Hospitality – vice president

NEWH By-laws
Travel Reimbursement

Board Reports / Minutes / Etc.

International Board of Directors Meeting Packets

Member Logos



NEWH Chapter Business Plan

NEWH/(chapter) – (year)

What is a Chapter Business Plan?

A chapter business plan helps to ensure your chapter's success. And, as the blueprint for your chapter, a chapter business plan is a critical element because it showcases your chapter's vision, board structure, calendar, financial projections, and goals.

The chapter business plan outlines the operating framework of your chapter by detailing who you are, what are your plans/goals, and how you will generate proceeds for NEWH's mission of scholarship and education.

CHECK LIST

Required - these items **must** be submitted to the NEWH, Inc. office:

Board of Directors/Chairs

NEWH has a list of your nominated board – please submit any chairs appointed by the board by January 31st – and as additional chairs are appointed, or any board changes occur throughout the year

Chapter Event Calendar

Calendar will be posted on the NEWH website – specific calendar dates will be added to the event calendar. Calendar should be submitted by January 31st

Chapter Budget

Submit an approved budget to NEWH Inc. by the end of February – please contact the NEWH office for any resources you may need (past budgets, budget template, etc.)

The following pages can be used as a template to submit the required items.

Other Helpful Items to include in your Chapter Business Plan

Written Goals:

Ask each director/chair to write 2-3 goals they'd like to complete for the year. These goals will be the starting point for board discussion and planning throughout the year.

Here are a few examples:

- Your membership director has a goal to get more students members involved in your events. This goal should be shared with the chapter programming director and the scholarship director to ensure that one of your chapter programs planned includes student involvement (i.e. portfolio review, mentoring event, etc.)
- Your scholarship director has a goal to increase the amount of student scholarship applications received. This goal should be shared with your board and a plan should be put into place for chapter members to visit local schools, or contact schools in your surrounding area, to speak to students about NEWH's scholarship opportunities.
- Your VP/Development has a goal to increase the number of committee members in your chapter. This goal could be shared with your membership director and other board members to formulate a plan to reach out to current members, and new members, to find out members' interest to be involved and asking them to volunteer.

SWOT Analysis:

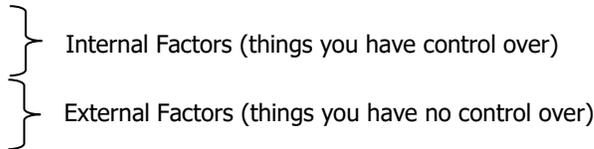
Conduct a SWOT analysis with your board – this is helpful to refer to throughout the year, as well as when conducting strategic planning in future years to gauge how your chapter addressed weaknesses, opportunities, etc.

S – Strengths

W – Weaknesses

O – Opportunities

T – Threats



Chapter Board

President	enter president
VP-Administration/Delegate	enter vp-admin/delegate
VP-Development/Delegate	enter vp-development/delegate
Secretary	enter secretary
Treasurer	enter treasurer
Past Pres./Parliamentarian	enter past president
Executive Advisor	enter executive advisor
Scholarship	enter director
Membership	enter director
Programming	enter director
Fundraising	enter director
Marketing	enter director

Optional Positions

By-laws & Ethics	enter chair	Internet Communications	enter chair
CEU	enter chair	Public Relations	enter chair
Committee Development	enter chair	Publications	enter chair
Community Service	enter chair	Regional Tradeshow	enter chair
Database	enter chair	Strategic Alliances	enter chair
Education/Mentoring	enter chair	Strategic Planning	enter chair
Farewell Ambassador	enter chair	Student Representative	enter chair
Historian	enter chair	Sustainable Hospitality	enter chair
Hospitality	enter chair	Ways & Means	enter chair

Calendar of Events

Chapters are encouraged to form their calendar prior to the year beginning. Submit your Chapter Calendar to the NEWH Office no later than January 31st of each year.

Programming/Networking Events: Chapters are not required to hold an event each month. When putting together your calendar for the year, the key is to remember quality vs quantity. Instead of struggling to put on an event every month, plan 3-4 great programming events for the year (tours, speakers, panels, CEUs, etc.) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. A program’s mission is to develop relationships and build membership in a more business type setting.

Think about the event – is it an event you don’t want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it’s a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

Fundraising Event: Remember, chapters are required to hold at least one fundraising event per year – this is your FUN event. A FUNdraiser’s purpose is to raise money for NEWH’s mission of Scholarship & Education.

Board Meetings: Chapters are required to hold at least 9/10 Board of Directors Meetings per year.

<p>January <i>Example:</i> 2nd – Board Meeting 11th – Sundowner/Happy Hour</p>	<p>February</p>
<p>March</p>	<p>April</p>
<p>May</p>	<p>June</p>
<p>July</p>	<p>August</p>
<p>September</p>	<p>October</p>
<p>November</p>	<p>December</p>

SWOT Analysis

Strengths <ul style="list-style-type: none">••	Weaknesses <ul style="list-style-type: none">••
Opportunities <ul style="list-style-type: none">••	Threats <ul style="list-style-type: none">••

NEWH, INC. INSTAGRAM GUIDELINES

Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

Objectives:

1. Post an image daily
2. Be consistent with message
3. Market scheduled events
4. Keep post professional
5. Engage your followers
6. Drive traffic to website

Ideas of what to post:

1. Post pictures of members
2. Post quotes that relate to our mission statement
3. Tell a short story
4. Hold contest
5. Thank event sponsors (including sponsor logo)
6. Post meeting notices on Instagram
7. Post event wrap-up photos (i.e. 'look what you missed')
8. Promote one member per month
9. Highlighting TopIDs
10. Highlighting scholarship recipients
11. Sustainable tip a week

What **NOT** to do/post on Chapter or NEWH Inc Instagram pages:

1. Post too many times (more than 3 times a day)
2. Share partying images
3. Overuse hashtags (no more than 15 hashtags)
4. Use an advertising platform (no ads, thanking sponsors is ok)
5. Use profanity
6. Use someone's photo without giving them credit
7. Post without captions
8. Political Statements or Views
9. Ignore followers' comments
10. Auto share every Facebook or Twitter post

Chapter Guidelines:

1. Only 2 people on the board are to have the rights to Instagram. The Board should approve who these 2 people are since they will have Social Media privileges and passwords.
2. Only one password is to be used for Chapter Boards, The password is to be provided to NEWH, Inc. as well.
3. The password for the Chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

Hashtags:

#Hospitality Industry

#Raisingmoneyforscholarships

#NEWHInc

#donate

#nonprofits

#hospitalitydesign

#leadership

#education

#hospitalityscholarships

Tags:

@NEWHInc

@chapter (i.e. @NEWHDallas, @NEWHAtlanta, etc.)

Non-Profits to follow on Instagram for inspiration

<http://www.nonprofitmarketingguide.com/blog/2015/04/16/50-nonprofit-instagram-accounts-you-should-follow-right-now/>

Please follow NEWH, Inc. on Instagram @NEWHInc

2023 CALENDAR

APRIL 2023

4-7 Apr	AAHOA 2023 Convention & Tradeshow	18-21 Apr	Coverings
5-13 Apr	<i>Passover</i>	18-23 Apr	Salone Del Mobile
6-Apr	<i>Good Friday</i>	19-Apr	Chapter Leadership Lessons with Trudy
7-10 Apr	<i>Easter Weekend (United Kingdom)</i>	20-23 Apr	97th Annual Hotel Ezra Cornell
9-Apr	<i>Easter</i>	21-Apr	Leadership Lessons/NEWH EC
10-Apr	<i>Easter Monday (Canada, France, Italy)</i>	24-Mar	Hotel Designs MEET UP - London
12-Apr	Hospitality Design CitySCENE	24-27 Apr	Furniture Show - Birmingham
14-Apr	NEWH Executive Committee Zoom Call	25-Apr	<i>Liberation Day (Italy)</i>
15-18 Apr	Environments For Aging	25 Apr-6 May	Boston Design Week
16-19 Apr	ARDA Spring Conference 2023	27-Apr	<i>Eid-al-Fitr (end of Ramadan)</i>
18-Apr	<i>Laylat al Qadr</i>		

MAY 2023

1-May	NEWH, Inc, Board of Directors Meeting	18-May	<i>Acension Day (France)</i>
1-May	<i>Labor Day (France, Italy)</i>	18-20 May	The Hotel Show Africa
1-May	<i>Bank Holiday (United Kingdom)</i>	18-25 May	NYCxDESIGN
2-4 May	HD Expo + Conference	19-May	Leadership Lessons/NEWH EC
3-7 May	DesignMarch	20-23 May	National Restaurant Association Show
4-May	Guest / Lab	21-23 May	ICCF
6-May	<i>Bank Holiday (United Kingdom)</i>	22-May	<i>Victoria Day (Canada)</i>
7-10 May	HotelPoint	22-24 May	BD Match
7-10 May	RestaurantPoint west	23-24 May	CHRIS
8-May	<i>Victory in Europe Day (France)</i>	23-25 May	Clerkenwell Design Week
8-17 May	Berlin Design Week	23-25 May	The Hotel Show Dubai
11-14 May	BOND Leading 5-Star Hotel Designers	23-25 May	HOLA
11-14 May	BOND- Latin America's Leading Hotel Designers	23-27 May	RHS Chelsea Flower Show
12-May	NEWH Executive Committee Zoom Call	28-May	<i>Mother's Day (France)</i>
14-May	<i>Mother's Day (S, Canada, & Italy)</i>	28-30 May	Saudi Entertainment & Amusement
15-17 May	International Hospitality Investment Forum	29-May	<i>Memorial Day (United States)</i>
16-18 May	ULI Spring	29-May	<i>Whit Monday (France)</i>
		29-May	<i>Spring Bank Holiday (United Kingdom)</i>

JUNE 2023

2-Jun	NEWH Executive Committee Zoom Call	16-Jun	Leadership Lessons/NEWH EC
2-Jun	<i>Republic Day (Italy)</i>	19-Jun	<i>Juneteenth (United States)</i>
4-6 Jun	NYU Hospitality Investment Conference	19-22 Jun	Hotec Design
6-Jun	HD Awards	20-Jun	NEWH/United Kingdom Postcard Auction
6-7 Jun	Cruise Ship Interiors Expo America	21-Jun	Hospitality Design CitySCENE
7-9 Jun	3daysofdesign	24-28 Jun	HITEC Charlotte
7-9 Jun	HI Design Europe	26-Jun	Interior Design & Architecture Summit
7-10 Jun	AIA Conference on Architecture	26-29 Jun	HITEC North America
8-11 Jun	Design Shanghai	27-Jun	Hotel Designs Int. Design & Arch. Summit
12-14 Jun	NeoCon	28 Jun-8 Jul	NEW DESIGNERS
12-15 Jun	Hotec Operations	28-Jun	<i>Waqf al Arafa - Haji</i>
15-18 Jun	Art Basel	29-Jun	<i>Eid al-Adha</i>
		30-Jun	BCFA Summer Barbeque

JULY 2023

1-Jul	<i>Canada Day</i>	19-Jul	Chapter Leadership Lessons with Trudy
4-Jul	<i>Independence Day (United States)</i>	19-Jul	<i>Hijra - Islamic New Year</i>
7-Jul	NEWH Executive Committee Zoom Call	21-Jul	Leadership Lessons/NEWH EC

7-Jul	BCFA Summer Barbeque	23-25 Jul	Manchester Furniture Show
13-15 Jun	retailX	28-Jul	Day of Ashura
14-Jul	Bastille Day (France)	Jul 30-Aug 3	Las Vegas Summer Market
17-19 Jul	BD Summer Forum		

AUGUST 2023

4-Aug	NEWH Executive Committee Zoom Call	15-Aug	Feast of Assumption (France & Italy)
6-8 Aug	Western Foodservice & Hospitality	18-Aug	Leadership Lessons/NEWH EC
7-Aug	BC Day (Canada)	28-Aug	Summer Bank Holiday (United Kingdom)

SEPTEMBER 2023

4-Sep	Labor Day (Canada & United States)	19-21 Sep	Best Western Annual Convention
7-Sep	NEWH Regional Tradeshow / Bethesda	20-23 Sep	Design London
7-11 Sep	Maison & Objet	21-23 Sep	Sustainable Design China Summit
7-11 Sep	Paris Design Week	21-24 Sep	London Design Fair
8-Sep	NEWH Executive Committee Zoom Call	21-24 Sep	IDS Vancouver
10-12 Sep	The Hotel Show - Saudi Arabia	21-24 Sep	Arc Interiors
11-Sep	September 11th (United States)	22-Sep	Leadership Lessons/NEWH EC
11-13 Sep	BD Fall Forum	24-25 Sep	Yom Kippur
15-17 Sep	Rosh Hashanah	25-26 Sep	Hotel Summit
16-24 Sep	London Design Festival	25-29 Sep	Cersaie Ceramic& Surfaces
18-21 Sep	Lodging Conference	26-29 Sep	Marmo+Mac Stone & Design

OCTOBER 2023

Oct TBD	PAD London, 20th Century Design	10-Oct	Indigenous Peoples Day (United States)
Oct TBD	Frieze Art Fair	12-15 Oct	BOND- EMEA's Leading Five Star Hotel Designers
4-Oct	Hospitality Design CitySCENE	13-17 Nov	Host Milano
5-Oct	NEWH Regional Tradeshow / Minneapolis	16-17 Oct	Independent Hotel Show
6-Oct	NEWH Executive Committee Zoom Call	18-Oct	Chapter Leadership Lessons with Trudy
8-11 Oct	Decorex	19-Oct	NEWH Regional Tradeshow / Dallas
9-Oct	Thanksgiving (Canada)	20-Oct	Leadership Lessons/NEWH EC
9-Oct	Milad un Nabi	25-26 Oct	Hospitality Design NextGen Forum
10-11 Oct	ITHIC - Italian Hospitality Investment Conf.	29-Oct	end of Daylight Savings Time in UK & EU

NOVEMBER 2023

Nov TBD	Hotel Designs Brit Awards	11-Nov	NEWH, Inc. Board of Directors Meeting
Nov TBD	BCFA Annual Luncheon	12-Nov	NEWH, Inc. Executive Committee Wrap-up
Nov TBD	HIX (Hotel Interiors Experience)	12-Nov	Diwali
1-Nov	All Saint's Day (France & Italy)	12-13 Nov	BD ny / HX the Hotel Experience
3-Nov	NEWH Executive Committee Zoom Call	13-Nov	Gold Key Awards
5-Nov	End-Daylight Savings Time in US & Canada	17-Nov	Leadership Lessons/NEWH EC
10-Nov	Platinum Circle Awards	17-18 Nov	HIX (Hotel Interiors Experience)
11-Nov	Veterans' Day / Armistice Day	23-Nov	Thanksgiving (United States)
11-Nov	NEWH, Inc. Executive Committee Wrap-up		

DECEMBER 2023

Dec TBD	Cruise Ship Interiors Expo	15-Dec	Leadership Lessons/NEWH EC
1-Dec	NEWH Executive Committee Zoom Call	25-Dec	Christmas Day
8-Dec	Feast of the Immaculate Conception (Italy)	26-Dec	Boxing Day (United Kingdom)
7-15 Dec	Chanukah	27-Dec	Christmas Holiday (United Kingdom)
12-Dec	Hospitality Design CitySCENE	31-Dec	New Year's Eve

JANUARY 2024

1-Jan	New Years Day	18-22 Jan	Maison & Objet
2-Jan	Bank Holiday (United Kingdom)	19-Jan	Leadership Lessons/NEWH EC

5-Jan	NEWH Executive Committee Zoom Call	19-28 Jan	DesignTO
6-Jan	Epiphany (Italy)	21-24 Jan	January Furniture Show
9-12 Jan	Heimtextil	21-22 Jan	ALIS Law
11-14 Jan	Domotex Hanover	22-24 Jan	ALIS
15-Jan	Martin Luther King Day (United States)	23 Jan	CityScene Los Angeles
17-21 Jan	Paris Deco Off	24-Jan	Chapter Leadership Lessons with Trudy
18-Jan	NEWH, Board of Directors Zoom Call	24-26 Jan	The International SURFACE Event (live & Virtual)
18-21 Jan	IDS Toronto	28 Jan-1 Feb	Las Vegas Winter Market

FEBRUARY 2024

1-3 Feb	BD Winter Forum	14-Feb	Valentine's Day
1-3 Feb	The NAFEM Show	15-17-Feb	NEWH Leadership Conference
3-Feb	NEWH Executive Committee Zoom Call	18-Feb	Lailat al Miraj
6-9 Feb	Riva del Garda Fierecongressi	19-Feb	Lailat al Bara'ah
7-9 Feb	BD Winter Forum @ Vail	20-Feb	President's Day (United States)
7-9 Feb	Surface Design Show	20-Feb	Family Day (Canada)
6-12 Feb	Stockholm Design Week	28 Feb-1 Mar	Kitchen & Bath Show NKBA KBIS

MARCH 2024

1-3 Mar	HI Design MEA	19-21 Mar	HEALTHTAC East Live Connect
3-Mar	NEWH Executive Committee Zoom Call	21-23 Mar	Hunter Hotel Investment Conference
7-Mar	Purim	22-Mar	Hindi New Year
8-10 Mar	HD Summit	22-23 Mar	Hawai'i Hotel & Restaurant Show
12-Mar	Daylight Savings Time in US and Canada	22-23 Mar	Architect@work
14-15 Mar	Independent Hotel Show	23-Mar	Ramadan
17-Mar	Leadership Lessons/NEWH EC	23-27 Mar	All Aboard Design
17-Mar	St. Patricks Day	26-Mar	Daylight Savings Time in EU & UK
19-Mar	Mother's Day (United Kingdom)	29 Mar-2 Apr	PAD Paris

Thoughts from a New Member

I see you at the meetings,
but you never say hello.
You're busy all the time you're there
with those you really know.
I sit among the members,
yet I'm a lonely gal.
The new ones feel as strange as I;
the old ones pass us by.
Darn it, you folks urged us to join
and talked of fellowship,
You could just cross the room, you know,
but you never make the trip.
Can't you just nod your head and smile
or stop and shake a hand,
get over your mom's good intentions.
Then go sit among your friends?
Now that I'd understand.
I'll be at your next meeting,
and hope that you will spend
The time to introduce yourself,
I joined to be your friend

Thank you to Angela Reed for sending us this poem

NEWH BOARD OF DIRECTORS MOTION FORM

Date: January 19, 2023

Motion Number:

I, _____

Motion seconded by: _____

Motion is stated and thrown open by the chair for discussion.

Notes on discussion: